

PSI EUROPE

PSI Journal

International Magazine

For Promotional
Products

December 2019

Volume 58



PSI 2020

Project Manager

Viola Proietti about PSI 2020

Product Guide

Made in Germany/Europe

Trendy and original

Hauser

Diverse, individual,
sustainable

cyber-Wear

A boyhood dream
became reality

Reflects

New mission
for new goals



**DISCOVER
PSI 2020 LEARN
NETWORK**

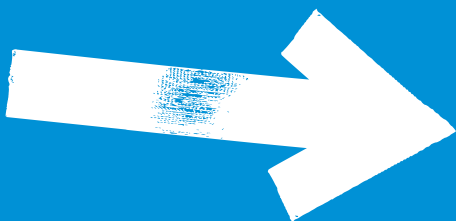


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PSI Café

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Celebrate the **60th anniversary of the PSI network** with us and benefit from your membership. The **PSI Members Only Lounge is the exclusive offer for PSI members** and your central contact point for all services relating to your membership and the PSI Community.

PSI Members Only Lounge Forum

Entry to exclusive area

PSI Media

PSI Crossmedia

eBusiness

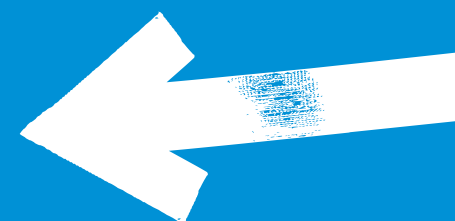
PSI matchmaking Lounge

PSI Sourcing

PSI Distributor Team

Job exchange

Networking Area



Open for all
PSI visitors



Job exchange

Your career in the network of the World of Advertising and Selling can start here! Find potential new employees and employers who know the industry inside out.

PSI Distributor Team

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Editorial

A Happy New Year

Perhaps I should say: A Better New Year? This thought seems fitting when we look around us in the world. Bloody wars in the Middle East, Brexit and European hostility in the United Kingdom. Fraternal quarrels in Spain. A strengthening of the extreme right across Europe. Even in the east of the Community, the press does not enjoy the freedom it needs. Climate emergency and old-age poverty dominate the headlines. There are undoubtedly things to worry about.

But there are also things that are much better today than they were yesterday. This is rarely talked about. Pessimism is cool and good news counts for little. In surveys, well over 60 percent of people tend to see things worse than they are. Worth reading is the Swedish statistician Hans Rosling (†). He always argued that the world is much better than we perceive it to be. His book: "Factfulness: Ten Reasons We're Wrong About the World – and Why Things are Better Than You Think" gives startling insights into prejudice, misjudgement and emotional imbalances. Perhaps humans still carry around genetic remnants that make risks and dangers much more visible than positive moments. If our great-great-grandfathers had not been programmed for dangers, they could have quickly landed in the clutches of a sabre-toothed tiger or cave bear.

Rosling enumerates: Child mortality has fallen since the 19th century from 44 percent to four percent today and at the time children had to work in the mine at the age of ten years. At the time, only 10 percent could read and write, today it is 86 percent worldwide. Extreme poverty in the world has almost halved and has dropped to nine percent. 80 percent of children worldwide are vaccinated. We should celebrate and not mope.

The world of promotional products should celebrate as well. Yes, there are things that cause concern, but haven't they always existed? Pessimism is cool – as always. On the whole, the industry is doing well to very well. That's what the numbers say, that's what people say.

Let me say thank you for a very good and prosperous year with you, our readers. We met many of you in person, talked to you on the phone, wrote about you and spent many pleasant hours with you.

We, the editors, wish you a peaceful and Merry Christmas, a Happy New Year and may you never lose sight of the beautiful things in the world.

See you at the PSI in Düsseldorf

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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TRENDS & BRANDS

4

MARKET RESEARCH

8

THE NEW WORLD OF ADVERTISING AND SELLING 2020

PSI 2020: Discover, learn, network 10

PSI shipping point 2020 Qtrado Logistics 16

PRODUCT GUIDE

Made in Germany/Europe 18

INDUSTRY

Companies, events, markets 38

GWV: Call for reduction in regulations 42

Kaldenbach:
Appealing products presented live 44

PRODUCT GUIDE

Trendy and original 46

COMPANIES

Hauser: Diverse, individual and sustainable 70

cyber-Wear: A boyhood dream became reality 72

Reflects for future 76

Karlowsky: Eco fashion with style 80

BUSINESS

GOTS: Figures confirm further growth 82

PRODUCT GUIDE

Innovative products 84

MYPSI

118

OPINION

126

PREVIEW – IMPRINT

128



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Man sagt es viel zu selten:

Danke, für ein gutes Miteinander und die angenehme, vertrauensvolle Zusammenarbeit.

In diesem Zuge wünschen wir Ihnen und Ihren Familien ein frohes Weihnachtsfest sowie Glück, Gesundheit und Erfolg im neuen Jahr.

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PSI 2020:

Discover, learn, network

10

PSI, PromoTex Expo and viscom: Three trade shows and three different, meaningfully complementary approaches to immerse yourself in the world of advertising and selling. Anyone visiting the Düsseldorf trade show halls from 7 to 9 January will triple his chance of finding exactly the right tools for his advertising customers. At the centre of the trade show trio is the PSI which has been the “home” of the promotional product industry for almost 60 years.

Hauser: Diverse, individual and sustainable

70

Under the label [Der Hauser.], Hauser GmbH presents a wide range of promotional writing instruments for all purposes. The more than 90-year-old traditional brand systematically focuses on design and innovative technologies as well as sustainable and future-oriented materials. Especially this year, much has happened at “Hauser”.



cyber-Wear: A boyhood dream became reality

72



Steven Baumgärtner and Roman Weiss have known each other since their schooldays. For fun, they had T-shirts printed based on their own designs and sold them in the local scene. What began for both 25 years ago became a profession and they became business partners. On the occasion of the company anniversary we look back – and ahead.

Reflects for future

76

The renowned promotional product supplier Reflects has carried out an internal review of its potential and in recent months has embarked on a systematic and targeted restructuring which is concisely expressed in the claim “REFLECTS FOR FUTURE”. We managed to get a clear picture of this directly on site.





MISSED THE TREND?

Whoever associates a pecan diet with aromatic members of the walnut family, thinks French Crop is a Breton kind of pancake popular throughout France, suspects spiced honey is a spicy spread of flower nectar and not one of the trend colours in 2019, and thinks cold-brew coffee refers to yesterday's cold coffee and not a popular caffeinated drink has not heard of the "must-have alarm" of several hip styles of the year ending. Fortunately, it is in the nature of things that trends come and go. As a consolation for everyone who missed these trends: Trends & Brands will again be presenting interesting "general tendencies of a development" in 2020. Unrivalled and always trendy: the promotional product. Pages 4 and 6 show products that have nothing to fear in terms of being trendy in 2019 and probably next year, too.



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INCREDIBLY
 TRENDY



Following a true unicorn hype, flamingos and llamas have clearly established themselves as trend animals in the past year. As a decline in popularity is currently not foreseeable, incredibly good prospects await advertisers.



REDUCE REUSE RECYCLE



COMEBACK



OF TRENDS

Cycling shorts, headbands and even cassettes are entirely in the grip of the general retromania. Vinyl records are enjoying a real boom. According to the music magazine ROLLINGSTONE, this year for the first time since 1986 more records were sold than CDs. That makes “LPs the most profitable form of analogue music distribution”. Vinyl bags are also very valuable from an analogue, tactile and promotional perspective, as already evident at the PSI.

TREND WITH LEAN-BACK CHARACTER

A trend of the past months: “The new desire for print”. This is what the Print Power Initiative (www.printpower.eu), which campaigns for advertising in the print media, has discovered and identified companies that are increasing print budgets in their media planning. “Lean-back mode” instead of digital hype is the motto. Advertising messages (not just this year) can be successfully transported in the spirit of the megatrend of deceleration not only in print media but also in print products.



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PRODUCT GUIDE

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54 prizes were awarded in the Best of

Content Marketing competition, reports horizont.net. This is undoubtedly a clear indication that content marketing is booming.

1.2%

minus: is how the first quarter of 2019 ended in the advertising market. A warning shot for the entire industry. Nearly half of the top 20 companies are reducing advertising print, reports horizont.net.

6000

individual communication elements are included in the campaign with which Volkswagen aims to draw attention to its first all-electric model, according to horizont.net.

2020

will be the year of artificial intelligence: Whether it be online marketing, e-commerce, offline to online, HR, PR or process development, artificial intelligence will dominate all sectors, reports wuv.de Alexander Böttcher, digital boss of the brand experience agency Avantgarde.

3

trends must be known by companies according to the Reputation Institute in Switzerland: **Purpose, CSR and leadership**, reports werbewoche.ch.

117 years

of content marketing expertise is attributed to the Swiss retailing giant Coop. Expertise that is unlikely to be repeated any time soon, reports the portal content-marketing.com.

80%

opening rate can be achieved by print mailings in communication with existing customers, reports wuv.de. Moreover, they also offer the possibility of a haptic add-on.

Auffallend anders!

Emaile Becher
RETRO CUP (56-0304420-24)



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PSI, PromoTex Expo, viscom: Anyone visiting the Düsseldorf trade show halls from 7 to 9 January will triple his chance of finding exactly the right tools for his advertising customers. At the centre of the trade show trio is the PSI which has been the “home” of the promotional product industry for almost 60 years.

At the PSI 2020: Everything for your successful business

Discover, learn, network



It is both an innovation platform and an industry meeting point and reflects the diversity of the promotional product industry: As a showcase for haptic advertising, the PSI unites industry professionals and newcomers, specialists and all-rounders, major brands and creative niche suppliers. They all present a huge product spectrum and many a surprise from a total of almost 40 countries. In other words, there are lots of new and original products that promotional product professionals cannot find anywhere else in Europe in such a high concentration and



abundance. Those who also use the opportunity to visit the adjacent trade shows – PromoTex Expo and viscom – free of charge with their PSI ticket can tap into the entire spectrum of haptic, textile and visual advertising. This too is a trade show benefit that is second to none. So make your way through the halls and be inspired! You are sure to discover lots of things that can boost your business – and not just the exhibits and advertising tools, but also all the attractive offers and networking opportunities that make the PSI the major industry platform today. Following this tradition, the upcoming 58th PSI Trade Show will once again create the



optimum conditions for an internationally successful promotional product business – in the spirit of sustainability, stability and reliability that a strong community offers.

The PSI – the hotspot of the industry

The PSI will once again be the hotspot of an attractive industry in January when it invites visitors to experience multisensory discoveries and exciting encounters. Tickets can be conveniently booked online at <https://www.psi-messe.com> where there is also lots of useful information for exhibitors and visitors. Take a look! Here you will learn more about the offers and member benefits, the special areas and the supporting programme of the largest promotional product trade show in Europe. In the January edition of the PSI Journal, which is linked to the official trade show catalogue, we will once again compile interesting facts for you. And think about preparing for the trade show right now: The free online matchmaking tool gives you the opportunity to find the right business partners at all trade shows and arrange appointments directly. (www.reed-matchmaking.com) And if you then decide to use the matchmaking Lounge for your meetings, take advantage of the quiet, pleasant atmosphere of this networking area which is part of the Members Only Lounge.

Exclusive programme

The large Members Only Lounge in Hall 9 is the central point of contact and “headquarters” for all PSI members. Here you will find exclusive member offers, industry information, individual advice on all PSI services and an interesting range of further education courses with practice-oriented expert input aimed exclusively at PSI members. Each day of the trade show is dedicated to a particular theme. For example, Tuesday’s motto is “Merchandising and special markets” and provides insights into the success story of the Tatort sofa blanket from Kolter. The question of how a merchandising article is created will also be addressed, i.e. how the idea becomes a finished product. And how do merchandising products differ from promotional products? What



opportunities does merchandising offer to distributors, finishers and customers? This will also be answered on the first day of the trade show. The trade show on Wednesday focuses on promotional products, brands and dealing with sustainability. How can sustainability strengthen your market position as well as your corporate identity? Can sustainable promotional products inspire product innovation? These are just some of the questions that are on the agenda on the second day. Finally, on the third day of the trade show, the focus will be on “promotional products in the challenging environment of laws and perceived awareness”.

Members Only Lounge: There is a lot going on here

For the well-earned break after lectures, appointments or tours, the Members Only Lounge offers quiet areas for individual work and cosy corners with plenty of seating to reflect over a cup of coffee or a refreshment. Networking and membership – these aspects also shape the PSI today and are actively pursued in the Members Only Lounge. The PSI is also celebrating its 60th anniversary. This area also reflects the original PSI idea of enabling and promoting stable, sustainable contacts and relations. Whatever has been planned here for the anniversary has yet to be revealed in detail – simply call in at the Members Only Lounge as a PSI member and surprise yourself. For three days, the motto here will be: Let’s celebrate. The PSI invites you to jointly celebrate the long tradition of a unique network with various promotions.



PSI Job Exchange: Careers made easy

Under the catchphrase “Careers in the world of advertising and selling”, the PSI will be presenting another helpful service at the PSI Trade Show that reflects the network concept: the PSI Job Exchange – a tool that is featured both online and analogically at the trade show and is therefore doubly effective. Job providers/employers can use this to present their company and look for junior staff and



new employees. And job seekers have the opportunity to connect with potential employers in a casual environment. How does it work? If you are searching for personnel, send your current job vacancies as a PDF file to the PSI so that they can be included in the online job exchange. All job advertisements posted there will also be posted on the “job columns” at Stand G20 in PSI Hall 9, and at Stand H51 in viscom Hall 13, (provided there is no objection). The procedure is similarly simple for anyone looking for a new challenge: You can download a template for your job application at <https://www.psi-messe.com> and/or send your documents by e-mail as a PDF file to sandra.praetze@reedexpo.de. Job applications will also be posted on the above-mentioned job columns. If you are lucky, you can make appointments at the trade show and introduce yourself to potential employers. So the Job Exchange offers both sides the big advantage of faster, uncomplicated and professionally managed industry-internal job placement. The notice board at the PSI ensures optimal attention and minimal wastage of job advertisements.

Focus on sustainability at all trade shows

Sustainability has been an important topic in the promotional product industry for many years. It has already been addressed by many companies and actively pursued in many ways: Sustainable business practices and sustainable products are increasingly becoming the focus of responsible corporate behaviour. The large number of previous winners and nominees of the PSI Sustainability Awards documents just how sustainable the industry already is. The PSI 2020 also offers the current award winners an appropriate platform to present their sustainable products and concepts at the PSI Sustainability Awards Special Area (Hall 10, F24). The aim of this presentation is to inspire the market participants towards more initiatives, campaigns and products that have an ecological, economic and social role model. Sustainability is not a luxury, but rather it is becoming more and more a necessity – that is why the topic embraces all three trade shows. Accordingly, it is treated throughout the world of advertising and selling in dif-



ferent contexts and numerous formats. If you keep your eyes open you will recognise the central theme that is clearly visible at the PSI and appears through the three trade shows.

Textiles for targeted advertising power

“Make your brand wearable” is the motto of PromoTex Expo which is particularly closely related to the PSI. That is why the two sisters have moved closer together and meet in Hall 12. Textiles score with great versatility and a strong advertising impact – mass customisation is the keyword here. The secret of promotional textiles: They cleverly adapt to fashionable trends and also orient themselves in terms of quality towards the collections of the clothing industry. They are so chic, functional and stylish that they quickly become the recipient’s favourite garments.



It is no surprise, therefore, that promotional textiles enrich many campaigns – especially as they reach more and more target groups individually. For instance, there are special collections for athletes, outdoor fans, certain professional groups as well as corporate fashion for the fashionable outfit at the workplace. All this and much more can be seen and naturally felt at the PromoTex Expo in Hall 12: Fine fabrics, soft terry products, practical functional textiles, completely new materials and even smart, “intelligent” textiles with surprising special benefits – including matching finishing options. And sustainability? Is also a key topic at the PromoTex Expo that is addressed informatively and entertainingly on the Textile Campus. Right next door is a popular highlight, the catwalk, where exhibitors present their latest collections. The fabulous shows are absolutely worth experiencing and they also make a walk through Hall 12 worthwhile.

Taking criticism, speaking in plain language

Although bundling the three trade shows PSI, PromoTex and viscom in the first year was quite a success, some participants in the industry are discussing the sense and pointlessness of such a platform. The PSI Trade Show also has to ask itself critical questions and wants to do this here in plain language.

 The new project manager of the PSI Trade Show is Viola Proietti, a fact that has gone widely unnoticed. The persons in charge at Reed Exhibitions for the entire PSI are Michael Freter, who is responsible for the management of the PSI and other trade shows, and Petra Lassahn who heads the triad of PSI, PromoTex and viscom as the Director. Viola Proietti has been directly responsible for the PSI Trade Show as Project Manager for more than half a year. She previously had a responsible position in the PSI sales team. Proietti knows the PSI, she knows the PSI Trade Show as well as the industry and its stakeholders. Reed Exhibitions was delighted to secure her services for the new task. For the first time, she answers questions posed by the PSI Journal.

It is not easy to take on such a big task. The first half year is now over, do you have any regrets?

If I already regretted it, I would definitely be the wrong woman in the right place. I was very excited about this task, particularly because the world, the industry and the PSI are undergoing a dynamic transformation. Being able to start there and to further develop the trade show is an exciting challenge that is fun as well.

But many entrepreneurs in the industry do not like change that much – at least that is what we hear.

It's not about change as an end in itself, it's about development. And I'm always sceptical when I hear the word "many". Precisely how many? You see, this is where it begins to get difficult. Comments about the upcoming PSI Trade Show can often be exasperating. I often hear that many distributors will not be coming to the PSI. How should we quantify the term "many"? At this year's PSI, we had 17,602 visitors. How many did not attend? >>



Profile of Viola Proietti

Born in Cologne Kalk on 19 April 1987

Vocational training, education:

European Secretary, Bachelor in Political Science, Economics and Economic History

Career milestones: European Parliament in Brussels, Joined Reed Exhibitions in 2013 – from intern via PSI Sales Manager and PSI Key Account Manager to PSI Project Management (2019).

Hobbies: Singing, Cooking (preferably with large Italian family), Jogging

Motto: Cologne's basic law: Whatever will be, will be

>> Admittedly, it was not a big increase over the previous year. Nevertheless, after many years of growth, the figures of the PSI 2019 were a clear affirmation which will also be reflected at the industry meeting in January 2020.



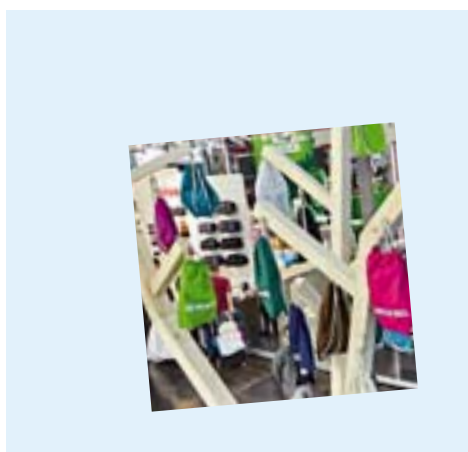
So where does this displeasure which can be read and heard from time to time come from? The PSI was and still is home to so many.

Precisely to 6,317 companies in Europe. That represents a lot of companies and people and many have been participating for a long time and are very satisfied. Nevertheless, there is no denying that there are critical voices that do not agree with everything we have done and do. But you can find that in all clubs, political parties, even in companies. But I do not want to trivialise the matter. Yes, we live in times of radical changes. This unsettles many people, including myself every now and then. We have undoubtedly also made mistakes. We certainly did not sufficiently explain everything. Perhaps we could have involved a few more people.

Much criticism has been made of the fact that customers of consultant members now also have access to the PSI when they are invited by distributors – now for three days.

Yes, the closed shop of the past has become a closed shop with the door ajar. At the most recent PSI Trade Show, 1,012 industry customers seized the opportunity to take a peek through this door. There were 5 industry customers for every 100 consultant visits. Is that really worth making a fuss about? And against this background, it is now

argued that one can no longer speak freely with suppliers at the stands because at any time an industry customer could be sitting nearby acting like a spy. Everyone can form an opinion about the seriousness of such an argument. And strangely enough, according to my information there are vociferous critics today who in the first few years invited more than 150 marketeers during a PSI. This was never the intention and that's not how it works.



A rumour is currently spreading that several distributor consultants had reserved stands at the trade show for the purpose of directly targeting industry customers.

Utter nonsense! This reminds me of the game "Chinese Whispers". And here, too, I think it's a pity that more is spoken about us than with

us. This too is a phenomenon that has astonished me over and over again in the past six years. No, this time there will be no Distributor Village and no distributor spots in front of the entrance. We have learned that this was not a good idea. Or put it this way, the well-intentioned solution was open to abuse. Concentrating on one day was also tempting. And for further clarification: Only PSI manufacturers are still allowed as exhibitors in the halls.

But invited customers must be able to find their consultant at the PSI. The PSI is not an in-house trade show. It is probably the world's largest trade show for this topic.

Of course it is possible to find your way around. As an additional service, we have designed a central hospitality counter for our members who want to invite their customers. Here, invited customers can check in, receive a packed bag of their consultant, and their consultant distributor is informed by SMS that his customer is waiting for him in the PSI Members Only Lounge. This distributor service can be booked for a small, cost-neutral fee. We have already communicated this and our sales team will gladly provide advice if you are interested. Strictly speaking, however, we live in times when you can call anyone or send messages from anywhere. Nobody gets lost anymore.

Well that surely eliminates one source of discontent.

Many people would be more than surprised if they only knew how many hours our team has been working to handle all the constructive criticisms. To name but a few of those already mentioned elsewhere, we have optimised the walking routes, minimised the areas and concentrated on the essentials to ensure that we have a bundled, well-arranged and attractive hall setting.

Also because a few well-known companies cancelled?

This is completely normal in this day and age and only a few of the really well-known ones cancelled. On the other hand, however, many new exhibitors – perhaps unknown or most certainly unknown – will be participating

for the first time. Nowadays, basically all companies in the world discuss how they should organise their advertising, marketing and sales budgets for the future. Digitalisation brings many benefits but also many costs. Sales channels compete with each other. And the fundamental rule remains that none of the few companies that will not be participating at the PSI in the coming year left because of contention or dissatisfaction. We still have a very good relationship with these companies. They unanimously emphasised that they are trying out new things but are open to revising their decision and returning to the PSI. That's not new, by the way. Exhibitors come and go and return. Our efforts to persuade them to return are frequently successful because we take suggestions and criticism very seriously.

But every now and then even that is quietly disputed.

I would gladly invite anyone who shares this opinion to a personal discussion in Düsseldorf to develop a deeper understanding. Generally speaking: please talk to us. And let me just say: With today's extensive variety of products and services at the PSI and the possibility to visit three trade shows with topics that can open up new business opportunities and at the very least provide ideas, I would spend at least two full days at the trade show. Even if I invite one or two of my best customers, I can still devote myself entirely to the trade

show. And if I do not want to do that, then I simply do not do it – an entrepreneur makes his own decisions. There is absolutely no compulsion to do so and I respect every decision.

In some comments from consultants, however, it seems that competitive pressure forces them to invite customers.

That may be the case but having said that it is not a feeling evoked by the PSI Trade Show. Competitive pressure already arises where the challenges just mentioned come into play: digitalisation, new distribution channels, budget decisions, new market participants. Everyone reacts differently to this: I know some very successful consultants who have brought along important customers on two or three occasions. They wanted to show them the fabulous, creative world of promotional products at the PSI. On the

one hand, to convince them even more and, on the other hand, to show their appreciation. Today, these consultants no longer invite customers because the persuasive work has been done. They may invite a new customer someday again if they think it makes sense. And that's how the concept should be utilised. That's what

it was intended for and that is exactly what many do. There are plenty of large and medium-sized consultants who do not want to bring along customers – that is their decision. Where is the problem? In the first year we had 1,700 industry customers. Today only roughly 1,000. But this is construed by some critics as a turn for the worse. Some may follow this reasoning – I certainly do not. It seems there is also apocalyptic rhetoric in our industry.

Not a pretty picture, is it?

In many areas we live in a time of upheaval. What had been enshrined for decades is crumbling or has already completely disintegrated. But it has always been that way and man has shown over millennia that he is very adaptable. Especially distributors have always shown this. But if you only see problems and do not accept change, you will eventually miss the boat. Of course, there

are various recipes for dealing with the challenges of digitalisation and globalisation. You have to respect that. I also respect someone who does not want to go down our path. No problem at all. But we should talk to each other first, listen and try to understand each other. And after reaching a decision we should not play the town crier and malign others in the industry. This industry does not deserve that – and nor does the PSI. We can only succeed by standing together and walking together. We know that very well, otherwise the PSI would not have existed for almost 60 years. We will only reach the next round together with our distributor consultants, with our exhibitors, with our members – that is what I have learned and absorbed from the very first day at the PSI.

Thank you very much for the interview.



Next year, the tried and trusted shipping point will be positioned at a new location in Hall 11, Stand D59 under a new name: ZTV LOGISTIK has been renamed QTRADO LOGISTICS MAKE IT SMART – sustainable promotional product logistics with quality, ecological and environmental certification.

QTRADO Logistics: PSI shipping point 2020

New name – Tried and trusted service

With a new name but with the tried and trusted service: the QTRADO Logistics team looks after PSI members during the trade show in all logistical matters at the dispatch point and beyond.



Q n 1 April 2019, ztv Logistik was renamed QTRADO Logistics. Along with the name change, four new locations have been added. The company now operates from Krefeld Linn, Krefeld Fichtenhain, Dortmund, Duisburg, Gelsenkirchen and Leverkusen. More than 40,000 m² and more than 300 employees are available to meet customers' logistical challenges.

The success story

The company QTRADO Logistics, formerly ztv Logistik, has been the official partner of the PSI since 2014. The transport department of the logistics specialists operates the shipping point. But what services does QTRADO Logistics offer in everyday life? Fulfilment, promotion logistics and transport are the three core businesses. The trans-



The company QTRADO Logistics, formerly ztv Logistik, has been the official partner of the PSI since 2014 and supports the trade show participants through the direct shipment of collected materials. Now from a newly designed area: Hall 11, Stand D59.



port section with its CEP service offers everything from direct, courier and messenger trips, early collections and scheduled deliveries to the dispatch of campaign consignments.

Direct dispatch

QTRADO Logistics serves its customers within their city, within Germany and throughout Europe. Does a shipment have to be delivered today? And without any detours? QTRADO Logistics offers the appropriate alternative with direct dispatch. Regardless of whether it involves important promotional product samples, documents or spare parts, the consignment is delivered directly to the recipient, regardless of whether the recipient is within the city, Germany or beyond Germany's borders. Maximum flexibility and a quick approach to finding a solution distinguish the direct dispatch of QTRADO Logistics.

Late pick-up or early delivery

Are you working flat out on important documents that have to be completed this evening and sent to your business partner tomorrow morning? Is it essential that a contract is handed over to the contracting party today? Does your customer have to receive an important product sample by 8 am tomorrow morning? All these and other pick-up and delivery services are provided by QTRADO Logistics with its products Economy and Allrounder.

Reward and sales promotions – mailing campaigns

For example, perhaps the QTRADO Logistics customer is responsible for a promotion or planning an unusual mailing. Is the goal to provide the target group with informa-

tion or a product at the same time? QTRADO Logistics can organise and coordinate the entire campaign dispatch and, if necessary, also with interim storage, for both small and large shipments. And if advertising displays do not just have to be transported to the POS but also assembled there, QTRADO Logistics can organise the campaign dispatch and take care of the careful placement and assembly on site. Do promoters need to be provided with promotional material? QTRADO Logistics can find promoters anywhere, even in a high-traffic shopping centre, and supply them with the desired items.

Fulfilment solutions for promotional products

QTRADO Logistics also offers the perfect fulfilment solution for promotional products. If more than simple transport solutions are necessary, the logistics Allrounders come into play. QTRADO Logistics is synonymous with individual and integrated logistics solutions. Solutions for its customers range from data processing, incoming goods, storage, order picking and processing to worldwide shipping. Upon request, they will also receive certified logistics services in accordance with ISO 9001:2015 and ISO 14001:2015. And since August also EU-eco-certified solutions for ecological logistics according to EC Eco-Regulation 834/2007.

The PSI shipping point

Visitors to the PSI Trade Show usually collect lots of samples and catalogues in order to be well informed about the latest promotional products. Due to the internationality of the trade show, it is obvious that heavy samples and catalogues should not be taken on the plane. It is best to send them directly to your office desk where they will be needed. This is precisely the task that QTRADO Logistics performs. And if the collected materials become too heavy during a visit to the trade show, they can also be temporarily stored at the PSI shipping point. <

PSI shipping point
with new location
QTRADO Logistics
shipping point in
Hall 11, Stand D59



“Made in Germany”
enjoys a high
international recognition
and ranks **number one**
out of 52 countries in
the **Made in Country index.**
But products from the
other EU countries also
set increasingly
high quality expectations.

Winter products

Birdhouse



PSI 46551
 Sanders Imagetools GmbH & Co. KG
 Tel +49 9401 607980
 welcome@imagetools.com
 www.imagetools.com

Aromatic pleasure

The TasteBox Premium Selection from Sanders Imagetools, which includes five different coffee bags from all over the world, promises top-class coffee in practical cup filters. With a delivery time of only one week, the TasteBox is perfect for all last-minute requests. The coffee filter in mini format does not pollute the environment and is very easy to use. It unfolds by itself when opened and is immediately ready for use: Put it into the cup, pour hot water over it – done. The beans develop their special aroma during gentle drum roasting and unfold it as they brew in the cup. The most handmade coffee of all time combines four advantages into one: Taste, simplicity, environmental awareness and a fair treatment of coffee farmers.

Birdseeds bag



Helping bees

Beeswax granules



Honey in hand-over packaging



PSI 41016 • Heri-Rigoni GmbH
 Tel +49 7725 9393-0
 info@heri.de
 www.emotion-factory.com

Plastic-free shopping

Hearty meals are eaten especially at Christmas time and of course there is a lot of shopping and packaging. emotion factory raises the issue of reusable packaging during this time with its food-safe fruit and vegetable bag as a give-away. Compactly packed and durable, the green fruit and vegetable bag made of organza is an essential part of every purchase. Whether it be in the supermarket or at the weekly market, instead of grabbing a plastic bag, peppers, pears and the like fit easily into the 30-degree washable bag made entirely of polyamide. The well-proven product is delivered in a decorative Christmas gift box which can be individually designed according to customer requirements and can also be ordered at short notice.



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

Artful character heads

The character heads from e+m Holzprodukte are ideal as a special retirement gift for the boss or a supervisor: The character heads can be selected depending on the character. You can choose between the versions of „vigour“ and „serenity“ depending on the personality of the recipient. The artfully crafted sculptures made of wood are particularly valuable unique items, whether in the office or at home. The busts live from the individual colour and unique structure of the wood. They are presented on a solid steel base which can also be engraved with the name or the occasion. This precious item is delivered safely and nicely packed in a solid wooden box, thus ensuring a long-lasting effect.

Girls evening meets bucket list

Marketing professionals are always looking for innovations. Goodlife Books & Media GmbH keeps an eye on all trends. We develop an individual product for each theme and each brand. The bucket list for the girls evening with inspirations and lots of party tips can be enriched with product placements without making a promotional impression. The paperback with entry elements is ideal for promoting snacks, drinks as well as fashion and drugstore items for the trend-conscious woman. On request, the company also offers interested parties an individual book product.



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<https://goodlifebooks.de>



PSI 46925 • Pins & mehr GmbH & Co. KG
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www.pinsundmehr.de

Nice pins

As a manufacturer of promotional products, Pins & mehr GmbH & Co. KG boasts more than 25 years of experience in metalworking. Pins and other attractive metal promotional products such as key chains and the TRIGGI® shopping cart releaser are professionally and individually made. The elegant pins are available from just 100 pieces. They can be cast, printed or embossed. A selection of different closure options makes each piece unique. On request, the pin professionals of Pins & mehr can explain the different production techniques and advise on the perfect design of the motif. Positive characteristics of metal are stability and durability. Features that speak for sustainable promotional products with a long service life.

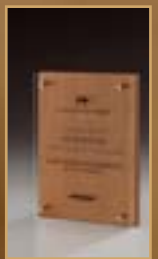
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Acquired a taste

The glass specialist Rastal has solved the problem of searching for a fancy gift idea with its new TEKU Taster tasting glass for special beers or spirits. The individual variety of drinks can be discovered more precisely in this way. At first we usually instinctively smell on the glass to allow the aromas to rise into our nose. But not every glass is suitable for tasting. Upwardly tapered glass shapes can bundle flavours particularly well and thus make them perceptible. With the particular challenge of teasing out these subtle nuances, the long-established manufacturer Rastal has also tackled the problem and developed the TEKU Taster which is equally suitable for numerous varieties. The design is attributed to the Italian cult brewer Teo Musso and is derived from the world-famous product icon, the TEKU Cup.



PSI 41829
 Rastal GmbH & Co. KG
 Tel +49 2624 160
 werbeartikel-service@rastal.com
 www.rastal.com

Universal helper

The new, original handyman spanner from Schünke ensures key experiences. With this product, the user has everything in one hand and becomes the owner of the licence to open. Available in red as an option, the multi-tool not only opens bottles, but also has the most important closures in the field of craftsmanship. Also for bleeding radiators with a five-millimetre square spanner. A two-component handle with a 1/4" bit holder is suitable as a drive for all common bits.



PSI 44106 • Schünke GmbH
 Tel +49 2733 8925889
 info@schuenke.gmbh
 www.schuenke.gmbh

– advert –

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Smart design

Reusable, BPA-free water bottles that can be personalised to customer specifications are offered by Join the Pipe. After already launching the City Bottle on the market, the company has now introduced a new variation, the Country Bottle. The water bottles are a perfect alternative to a disposable bottle as multiple usage helps to reduce plastic waste. The drinking vessels are designed and shaped with the skylines of well-known major cities as well as symbols of countries and can be personalised with a company logo. Made from eco-friendly sugar cane, the bottles can also be sold tap-filled in supermarkets, universities, hotels or train stations to provide consumers with a sustainable alternative to disposable items. Refillable at any tap or fountain and ideally suited as an advertising medium for projects against plastic waste in developing countries. The City Bottle and Country Bottle have been awarded the PSI Winner Sustainable Campaign 2018 and are now available with designs from the cities of Amsterdam, Atlantis, Brussels, Birmingham, Dubai, The Hague, Düsseldorf, Dublin, Gibraltar, Groningen, Houston, Kumasi, Nairobi, London, New York, Nijmegen, Porto, Paris, Rotterdam, San Antonio, Santiago, Sao Paulo and Utrecht.



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

-Advert-



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PSI 42020
 mbw Vertriebsges. mbH
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 info@mbw.sh
 www.mbw.sh



Moments of joy

Moments of Joy is the name of the new mbw® collection 2020 with numerous finishing options. The well-known, cuddly, likeable characters of the MiniFeet® series include a few fresh faces and ensure little and big moments of happiness. The newcomers include the three friends, Casper the Fox, Constantin the Dog and Clemens the Hare, as well as the cheeky puppy clique with their super-soft coat which appears impressively realistic in a mottled colour progression. Jacqueline the Lama and Lulu the Unicorn are available in other colours and Laura the Ghost thrills at first glance with fascinating glitter elements in all colours of the rainbow. Other highlights include the new friends from the Baby's Choice collection with a soft-cuddly plush Swan as well as the cute baby animals Stella the Lama, Mika the Donkey and Jonne the Giraffe. The heroes among the promotional products remain the Schmoozies® from the MiniFeet® series from mbw®. Always ready to cuddle, they also look great when cleaning screens, displays and mobile phones with their practical microfibre underside. Also new in the Schmoozies® range are the musical instruments guitar, keyboard and violin.



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 Tel +49 8146 99660
 info@magna-sweets.de
 www.magna-sweets.de

Sustainably enjoyment

More and more people are choosing ecologically manufactured products and companies that are sustainable and environmentally friendly. This includes the specialist for sweet promotional products, Magna sweets, with a focus on sustainable promotional packaging. Among the highlights are the Beauty Sweeties, delicious vegan fruit gums which not only taste good but also enhance your looks. The marshmallow fruit gum crowns with 15 percent pureed fruits and fruit juice contain no artificial flavours, colourings or preservatives. The apple chips are really delicious, crisp and fruity. The 15-gramme snack is roughly equivalent to a whole, healthy apple. And the Seeberger trail mix is a healthy mix of exquisite cashews, walnuts and hazelnut kernels as well as blanched almonds with a balanced nut-and-grape ratio. All the above products are delivered packed in individually printed promotional bags.



Pocket pack tissues CLASSIC

„minimum amount with maximum effect“



Minimum quantity 100 pcs

Production time 2-3 weeks

Print digital all space

Tissue - 3ply, 100% cellulose
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www.twinproduction.net



Magnets

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Magnetic boxes

with paper clips

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Magnets Neon



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PSI 45666
Halfar System GmbH
Tel +49 521 98244-0
info@halfar.com
www.halfar.com

Transportable advertising

The Diamond Backpack from Halfar is a doubly unique give-away. Whether it be a company anniversary, road show or trade show, a fancy give-away ensures events stay alive longer. This lightweight backpack is practical, soft and foldable and remains in use after the event. The backpack can easily be transported to the event and stored there. With its 12-litre capacity, it can also accommodate items in A4 format. Above all, it is very communicative and individual. The trick: The transport helper can be worn and finished on both sides. Clever advertising ideas on the front and back, such as an inspiring question-and-answer game, make the observer curious. In any case, you can choose between the vivid red, black, silver and blue diamond pattern. These and other promotional bags can be found at www.halfar.com and in the new pocket catalogue from Halfar®.



– advert –

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

Sweet and healthy

Dietary fibre is important for metabolism and general well-being and thus cannot be excluded from daily nutrition. The vegan feel-good fruit gum from Kalfany Süße Werbung, consisting of chicory oligofructose and inulin, is free of animal ingredients and creates a better well-being thanks to its high fibre content and the effect of the incorporated aloe vera. Poured in a mould of the sun in the flavours of lemon, orange and passion fruit and packaged in ten-gramme sachets, they are the feel-good variation of the conventional fruit gum.

Let it glow

This is sensationalism – but in the very best sense of the word. With its Glow product series, ZOGI Europe has literally created a perfect platform as a highlight for every brand: Whether it be a power bank, wireless charger, USB stick, 3-in-1 charging cable or Bluetooth loudspeaker. Individual customer logos are engraved from the black surface by using precision laser so as to be effectively illuminated when in use. An enlightening idea for every advertising success. The trend-setter ZOGI also offers a patented in-house development at the same time: The Glow Desk combines a pen holder, smartphone holder, wireless charging station and USB hub. The deep black, matt Rubbertouch housing offers the perfect contrast to the illuminated logo and is thus always in the user's focus. An intelligent multi-talent for every modern desk.



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 service@zogi.biz
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-Advert-



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Hall 12, Booth 12 D20



mbw.sh



PSI 46993 • Trends21 GmbH
Tel +49 89 54035054
info@trends21.de
www.trends21.de

Smart helper

The Bagstrap from Trends21 is a new bag sleeve made of durable, water-resistant neoprene. It can be attached by Velcro to a beverage bottle or on a forearm. A smartphone, headphones, glasses, keys, credit cards, money and much more fit into the bag. All these things are bundled together in one place, thus making the Bagstrap a useful helper and replacement for a handbag, for example when visiting the gym, cycling, on the beach or on city tours. The transparent, touch-enabled surface allows a smartphone to be viewed and even directly operated at any time.

End the cable mess

Smrter Hydra Ultra is the 5-in-1 all-round talent from Klaus Stephan, which finally declares war on cable chaos. The 120-cm long nylon charging cable has the right connection for almost every modern smartphone or tablet, regardless of whether it is a microUSB, USB C or Apple Lightning. The charging current reaches up to 3A with simultaneous charging of three devices, otherwise up to 1.5A individually. In addition, a quick charge is ensured. Simultaneous charging of three different devices is possible.



PSI 49319 • Klaus Stephan GmbH
Tel +49 911 1203301-19
info@stephan-gmbh.de
www.stephan-gmbh.de • www.smrter.info



PSI 45720 • DreamPen
Tel +48 68 4772230
invame@invame.eu
www.invame.eu

Aromatic on the go

Invame from DreamPen in Poland has launched its new automotive fragrance products in the promotional product market. The promotional product specialist emphasises the longevity and the high benefit of the fragrances which can simply be clipped to a ventilation grille in the vehicle cockpit. A collection of eight different scents for women, men or unisex is available. This ensures the atmosphere in the car is fresher and more enjoyable. In addition, advertising messages or logos can be eye-catchingly staged on the elegant aluminium surfaces of the products, for example by means of engraving or digital printing. In addition, other versions such as Classic Solid or Classic Motion with plastic stickers are available.

BRAND-NEW

Langlebige Handyhülle mit Kordel

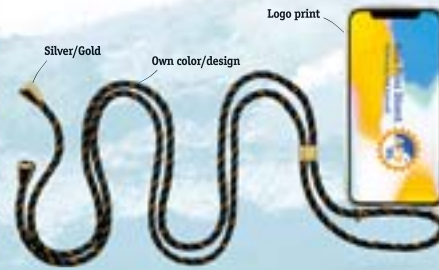
ab 100 Stück aus TPU-SILIKON*

*Silikon ist ein Werkstoff, der ohne Erdöl hergestellt wird und frei von Melamin, Dioxin und schädlichen Umwelthormonen ist

Für:
i Phone 6/7/8/x/Plus

Samsung A7/A9/S10
S10 Lite & Plus

Huawei P30/P30 Lite & Pro
Mate20, Mate20 Lite & Pro



Asia Pins Direct GmbH

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info@apd-gmbh.de • www.asiapinsdirect.de



PSI 44064 • Zito Lifestyle
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www.zitolifestyle.de
www.jutamo.de

Striking appearance

Powerful, direct and striking describes the successful appearance of the new stylish wallets from the Wild Thing series offered by Zito. The manufacturer embarks on a promotional hunt with rustic Hunter leather and dares an aggressive yet elegant leap forward. The beautiful leather colour combination looks stylish but without being inconspicuous. Zito also offers favourable conditions for promotional product distributors. Provided with individual embossing, especially brands that want to score with end customers with the above-mentioned qualities can underline their statement. Further models can be found on the company's website.



PSI NR.
43471

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DIGITALDRUCK**

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LOGOMATTEN WELT



PSI 42020
mbw Vertriebsges. mbH
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www.mbw.sh

Schnabels, Bert and Co.

Part of the new mbw® collection 2020 is the lovable, tubby Mr. Bert® who gives everything as a haven of peace to support his owner in moments of stress: as a proven remedy for stress to crunch, breathe, smile and relax. New occupational groups of the series are Tiler Bert®, Window Cleaner Bert® and Paramedic Bert®. The motley family of Schnabels® is available in other duck designs as a creative nerd or as a communicative train conductor. mbw® offers numerous finishing options for its emotionally charged promotional products. Moreover, quality is very important to the north Germans.



PSI 41545
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www.jung-europe.de

Sweet Easter surprise

The Easter Sixpack Lindt, which is currently available from Jung since 1828 GmbH & Co. KG, should become a very special eye-catcher at Easter. The miniature egg carton contains six delicious Lindt Mandorla eggs made from 85 grammes of smooth-melting almond milk cream. An individualised adhesive label on the lid of the box turns sweet Easter greetings into a very personal advertising highlight. An ideal give-away for those who want to surprise their customers with special moments of pleasure at Easter. Further information and samples are now available from the Jung consultant team.

– advert –

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UNSERE PRODUKTNEUHEITEN

NEW



Glowcube
Leuchtender Sitzwürfel



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Flaggen
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POS Banner
Banner zum aufhängen



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PSI 45590 • aloga gmbh
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www.aloga-europe.de

As if by magic

The Magic Wallet from aloga, rediscovered and trendy, amazes with its easy handling and technology and its captivating “as if by magic” effect. Banknotes, credit cards and business cards remain securely in place inside the wallet thanks to tightly integrated straps. Additional credit card slots outside provide extra space for the daily companions. The item is made of first-class PU imitation leather and is available in more than 30 colours and delivered from 100 pieces. Straps and seams are colour-matched to customer requirements. An embossed logo completes this practical promotional product.

Delicious post

Henosa fills delicious postcards according to the wishes and design of customers. Whether as an invitation to an event, as a greeting to customers or suppliers or as a pithy advertising message, Henosa can design postcards filled in-house from just 50 pieces and fill them with delicious tea or spices of your choice. These gifts are not only visually special, the content is unique and absolutely delicious. The supplier ensures the highest quality of all products – without preservatives, colourings, artificial flavours and genetic engineering.



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PSI 40884 • Richartz GmbH
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info@richartz.com
www.richartz.com

Cutlery for on the go

This day and age is fast-paced and characterised by high mobility as well as conscious enjoyment. The Richartz Key Tool® Plus snack was developed to meet these requirements. Highly functional, sustainable and always at hand. Thanks to the carabiner, the fork and spoon can be easily removed from the keychain to be used anytime and anywhere: a pleasure without disposable cutlery. The patented combination of a bottle opener and shopping cart releaser not only helps to open bottles on the go. With the handy shopping cart releaser, a shopping cart can be unlocked without a plastic chip. Many other functions such as screwdrivers, bicycle spoke key and Allen key enthrall day after day. The product becomes a communication factor through the customisable special packaging which is provided from 250 pieces.



Sustainable promotional products

Save the world and keep growing

Seed paper confetti

Seed confetti with seeds of your choice and possible in several colors



Seed sachets

with Full colour print

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Seedsticks

Easy to use easy to grow



80 gram seed paper

Corthogreen Originals

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

For lovely teeth

You cannot do without a toothpick but almost everyone is embarrassed to use it. Designer Stefano Giovannoni, with his toothpick container called Magic Bunny which in the best tradition of design is available for the promotional product sector at Alessi Deutschland, uses the language of children to make this drama almost into a game. The container is available in green, is about 8.5 cm long and 17 cm wide.

– advert –

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PSI Members Only, Our network is celebrating its 60th anniversary: Thank you!
www.psi-messe.com

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Against itching

Mosquito Bite Relief from Lupenmaxx is an ISO- and CE-certified mosquito bite painkiller that stops itching after a mosquito bite and reduces the need to scratch. In addition, the device reduces swelling. Gentle electrical impulses on the skin cause histamine to be released, thus stopping the unpleasant effect of the insect poison. The clinically tested device does without a battery and toxic chemicals and lasts for around 1,000 applications. The mosquito bite painkiller only reduces the itching of the insect bite but does not eliminate poison or infections. It is recommended to seek medical help if there is a risk of illness transmitted by a mosquito. Not suitable for people with pacemakers. Mosquito Bite Relief is available in six colours. An individual imprint on the shaft is possible.



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Tel +49 7661 909988-0
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PSI 49090
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Tel +49 5921 7119344
hallo@diestadtgaertner.de
www.diestadtgaertner.de
www.city-gardener.com

Direct hit in the heart

The Wish Fulfiller from DieStadtgärtner is the perfect gift for any occasion where one wishes to convey good wishes to a loved one. For a birthday, for a wedding, for Christmas or just as a small token of appreciation now and then. With the handmade Wish Fulfiller, the person offering the gift goes right to the heart of the target group. Memories of the carefreeness of childhood are evoked and the belief in magic is brought back to life. And that is not all: If you believe in it, you will notice that this little lucky charm makes sure that wishes often come true.



burger
swiss
pen®

welcome to quality

Unser Beitrag für die Umwelt



Holen Sie sich Ihr Muster ab



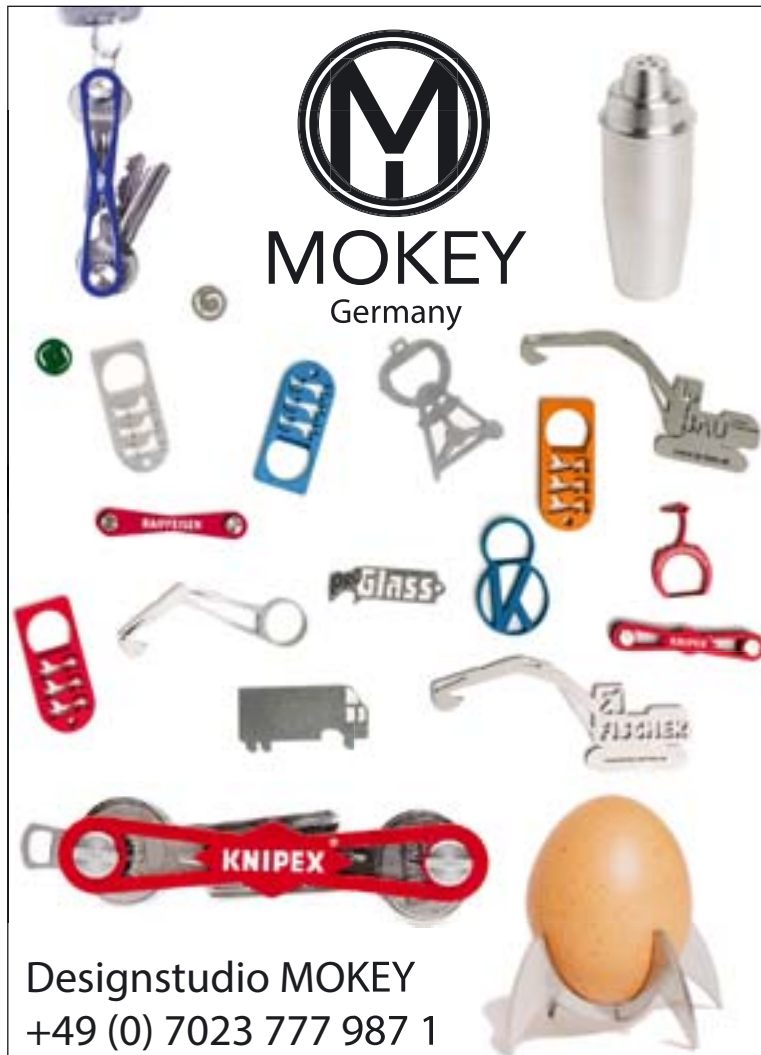
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Wir freuen uns auf Sie



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CH-1713 St. Antoni

www.burgerswisspen.com



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

Cooking with heart

Wooden Heart, the heart-shaped cutting board offered by the promotional product manufacturer Inspirion, is made of natural wood and is therefore a must for use in the kitchen. This ideal cooking utensil has a practical drainage groove on the edge. The kitchen helper is made from renewable raw materials and thanks to its production in Europe, it also reduces the ecological footprint and is thus particularly popular as a sustainable give-away.



PSI 47555 • Vim Solution GmbH
 Tel +49 7661 90949-152
 vertrieb@vim-solution.com
 www.trader.vim-solution.com

Espresso on the go

The Enia espresso machine from Vim Solution is ideal for anyone who travels a lot and does not want to miss a good cup of espresso. Even when travelling, you can make fresh espresso with the Enia in no time. All you need is hot water and then nothing stands in the way of espresso pleasure. The machine has a capacity of 80 millilitres, operates at a pressure between 12 and 15 bar and is suitable for Nespresso compatible capsules and coffee powder. The extraction time of the machine, which can be delivered from 100 units, is about 40 seconds. The charging time of the 2,200 mAh battery is about 2.5 hours and the power is enough for about 40 to 50 cups. Further information is available on request.



Flamingo, unicorn and Co.

The unusual eye-catchers from Der Zuckerbäcker are very popular. In addition to the flamingo, llama and unicorn, the Swabian company offers sweet-filled snacks for the trend-conscious sweet-toothed. Unicorn fans enjoy the fresh rainbow fruit gums as a fresh spell of magic on their tongue. Flamingo friends can savour the fruity-sweet flamingos. And all the llamas are eaten with the confetti fruit gum balls. From a minimum quantity of 250 pieces, the box tab is printed all over the inside and outside with an individual design. Incidentally, the confectioner creates suitable products for every occasion, thus ensuring great enjoyment through their uniqueness.



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

Advert-



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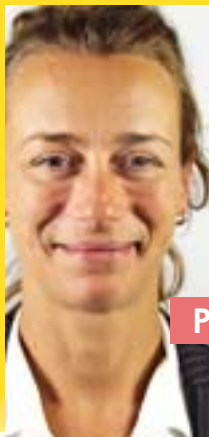


Mathias Albrecht

GEBAS

Reinforcement in sales

GEBAS GmbH from Bergheim/Germany, the winner of the PSI Sustainability Award 2019 in the Sustainable Campaign category, has strengthened its team with Mathias Albrecht. He will support PSI members by looking after their needs and interests. He boasts many years of experience in providing customer support. „I am looking forward to establishing personal contact at stand 11K23 at the PSI Trade Show 2020 in Düsseldorf,“ says Albrecht. Among other things, customers can experience the new ecological innovations of GEBAS: a variety of bio-packaging which can be individually designed and thus provide ideal carriers for ecological advertising messages. More information at: www.gebas24.de



Premo

Customer service reinforced

Premo BV, the Dutch specialist in promotional sweets, cotton bags and give-aways, has welcomed a new colleague to its team: Nicole Wentink is responsible for customer service in Germany, Austria and Switzerland. She worked for Premo from 2002 to 2009 after completing her studies in marketing and public relations. She speaks five languages. At Premo she focuses on the German-speaking market as well as on other European markets due to her diverse linguistic skills. www.premo.nl



Geiger-Notes

New sales management

Barbara Röser, long-standing Sales Assistant to Chief Executive Officer Jürgen Geiger, took over the overall sales management at Geiger-Notes AG in October. Barbara Röser is expected to strategically and operationally realign the sales activities of this manufacturer of promotional products made of paper. Dirk Mroczek remains responsible for personal on-site support of Geiger-Notes customers in his native area. www.geiger-notes.ag



Julien Hughes



Claus Schmidt

Goldstar

New senior appointments in France and Germany

Continuing its drive for further growth in mainland Europe, Goldstar has strengthened its team with two new senior appointments. Julien Hughes is now Senior Account Manager for Goldstar in France while Claus Smith is Senior Account Manager for Germany. Julien has joined Goldstar after working for more than 4 years for Lexon, a well-known brand of corporate gift business in the French B-to-B retail market. Claus brings extensive experience of the writing instruments market to his new role, having previously worked for many years at Faber-Castell and Senator in its marketing and sales department. Colin Loughran, general manager for Goldstar Europe said: “Julien and Claus are important additions to our team and will be valuable assets as we work to achieve our ambitious 10 year growth plan and to maintain our reputation for first class customer service as we grow. These appointments are part of the development of Goldstar Global, our major new initiative uniting Goldstar teams in North America and Europe to offer best-in-class promotional products, innovative decoration capabilities and valuable business solutions to our growing base of distributor customers worldwide.” www.goldstareurope.com

Green all-around

The Black Forest company Heri Rigoni GmbH not only attaches great importance to the ecological ideal when it comes to its promotional products but also pays attention to sustainability when shipping the products: From 1 October 2019, all consignments from Heri Rigoni – emotion factory will be sent in a climate-neutral manner. Not only is the contents of the consignment green but transport is also offset by the parcel service provider as part of certified procedures. „We want to live the ecological ideal in all areas of our production and distribution cycle,“ says Managing Director Armin Rigoni. Heri Rigoni GmbH specialises in the production and marketing of writing instruments with an individual, additional stamping function and distributes them worldwide. Since July 2016, emotion factory has been integrated into the long-established company Heri Rigoni through which the manufacturer offers other individual, non-food, promotional products. www.emotion-factory.com

Heri-Rigoni



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New Account Director

Listawood announced that Nicola Durant will be joining their account management team from the 1st January as Senior Account Director in the UK. Having had 15 successful years with Senator, Nicola is well known within the industry. Her new role will encompass helping key accounts drive their promotional strategies across the vast range of multi-dimensional promotional platforms Listawood have on offer. “It’s definitely going to be fun”, says Nicola. www.listawood.com

Listawood



New Commercial Manager

Since September 2019 Johan Pijpers has been appointed as the new Commercial Manager for Toppoint. Johan is responsible for the entire international sales organization. He has extensive experience in managing sales and marketing teams in various industries. He has worked in the packaging industry, with Business Unit Manager as his last position. “I am very enthusiastic about the entrepreneurship, energy and dynamics of Toppoint”, says Johan. www.toppoint.com

Toppoint



JAMES & NICHOLSON sponsors Artland Dragons

The JAMES & NICHOLSON brand of Gustav Daiber GmbH from Albstadt is again sponsoring the Quakenbrück-based Artland Dragons basketball team in the second division of the German basketball league ProA in the new season. The manufacturer of high-quality corporate wear for sports, leisure, business and work is keeping its fingers crossed for a successful 2019/2020 season. JAMES & NICHOLSON has been the main sponsor of the Artland Dragons basketball team from Quakenbrück since 2015. Sports sponsorship is a matter that lies close to the heart for the garment specialists: “We are delighted to continue to support the team as a sponsor and to continue our involvement in sports promotion. Every year, a team sport like basketball enthralled lots of fans in Germany and must therefore be supported by companies,” explains Kai Gminder, Managing Director of Gustav Daiber GmbH, which also boasts the headwear and accessories brand myrtle beach. Kai Gminder sees many similarities between the company and the sport

of basketball on many levels: “Basketball is a very dynamic sport in which the team has to work well together. Dynamics, teamwork, passion – these are qualities that also play a major role for us as a company”.

www.daiber.de



Gustav Daiber GmbH

Prodir searches for clues

There is hardly any other means of communication that cares so little about borders or skin colour and that is used by so many different people in such diverse contexts as writing instruments for promotional purposes. Prodir has created the hashtag #myprodir as a reflection of this distinct feature. "Writing instruments lead a wonderfully unpredictable life of their own. They are truly everywhere, change location and owner,

travel between continents, are occasionally forgotten and left lying around, only to be picked up again who knows where and

when, and, especially, by whom: By Bill Gates perhaps who holds a DS3 in his hand at a WEF press conference? Or the host of a remote mountain inn in Peru, who adds up the bill with a DS3 from the 1980s? Whether in Castrop-Rauxel or Stockholm, during a hike in the Atlas Mountains or on a lonely Greek island", says Prodir CMO Eckhard Sohns, "it is always fascinating to see that our pens can really be found just about everywhere. TV anchors use them as well as waiters, journalists, taxi drivers, politicians, children, teachers or warehouse managers - everyone! Documenting this tremendous diversity which defines the strength of our product is the idea behind our Instagram project #myprodir – and you are cordially invited to participate." sales@prodir.ch · www.prodir.com



Prodir

New brand in the range: DasWatt®

The European headquarters of Hamburg-based iLogoTech now has another brand called DasWatt® in addition to the AlsterPlus brand. The iLogoTech Group China has been operating in the battery business since 2002 and produces BMS boards and battery packs. This is the core business of the company. 5 years ago, iLogoTech founded the European headquarters where the company offers electronic gadgets for the industry with the focus on promotional products. Under AlsterPlus, the company offers high-end premium products such as powerbanks, jump starters, portable UPS, solar chargers, loudspeakers, charging cables, travel plugs and other electronic accessories for the promotional product industry. With DasWatt®, iLogoTech now offers solutions for all products such as e-bikes and e-scooters that require mobile power including battery packs and the BMS board. DasWatt® is the manufacturer of BMS boards & battery packs for Li-ion, Li-Polymer, LiFePo4 and offers individual battery solutions and battery pack projects for modern and practical power sources. More information is available: DasWatt® by iLogoTech® GmbH, Tel +49 40 23800538-0, g.atas@DasWatt.com. www.DasWatt.com



Investment in a sustainable future

Recently, the Black Forest writing instrument manufacturer Klio-Eterna was pleased to receive a brand new injection moulding machine made by ARBURG. Mostly powered by electricity instead of hydraulics, the new production unit is more energy-saving and thus more energy-efficient than the previous version. Thanks to shorter cycle times, it was also possible to optimise workflows which has a positive effect on output quantities and delivery times. This new machine is an important investment that further expands the extensive machinery and modernises it in terms of sustainability. Another important step in the sustainable overall concept of the writing instrument manufacturer, which is confirmed by certified institutes in regular cycles: In the last audit at the end of October, Klio-Eterna Schreibgeräte GmbH & Co. KG was also recertified according to the DIN standards DIN EN ISO 14001 (Environmental Management System) and DIN EN ISO 9001 (Quality Management System). www.klio.com

Klio-Eterna



The new injection moulding machine "on its arrival".

Reed Exhibitions: Warning about unfair offers

Reed Exhibitions issues a warning about various organisations that repeatedly contact exhibitors by phone and e-mail to make unfair offers. An overview of names and fraud attempts, what exhibitors should do and who they can turn to has been compiled by Reed Exhibitions and can now be accessed. Contact: fraud@reedexpo.de



Acquisition of MARKETORY AG

Marketory AG, the promotional product distributor that has been based in Berlin for more than 10 years, handed over its operative business and Marketory trademark rights to Grabenhorst & Vetterlein GmbH, also in Berlin, as of 1 September 2019. In the spring of 2019, MARKETORY CEO Bernhard Felke approached Grabenhorst & Vetterlein GmbH in order to organise a business handover that was as simple and smooth as possible for the customer. His idea was to withdraw in an orderly fashion without leaving his long-time customers and partners out in the rain. He was looking for a partner who is competent and flexible, reliable and innovative, creative and sustainable, trustworthy and „crazy“ enough to continue the business in his spirit. He found what he was looking for in Grabenhorst & Vetterlein GmbH. The transition phase has been in progress since 1 September, during which time all Marketory customers are personally contacted by Bernhard Felke and informed about the new partnership. Grabenhorst & Vetterlein GmbH promises Marketory customers the accustomed quality of business operations and, in addition, attractive pricing based on over 30 years of import expertise. www.grabenhorstundvetterlein.de

Grabenhorst & Vetterlein



MARKETORY AG hands over the baton to Grabenhorst & Vetterlein GmbH.

GWW, the German promotional product association, is calling for a reduction in bureaucratic regulations and thus a change of concept towards an object/case-related exemption limit. To this end, the association is appealing to its members to increase pressure on the political decision-makers.

Call for reduction in bureaucratic regulations

German association appeals to members



According to GWW's Managing Director Frank Dangmann, the favoured change of concept towards an object/case-related exemption limit would "significantly reduce bureaucracy, significantly relieve the advertising industry – as well as the tax authorities – and create a uniform, transparent set of rules." To reach these goals, all members of GWW are asked to pull together. More than that: The association is appealing to its members "to increase pressure on the political decision-makers and to act promptly on the political level."

Tax discrimination of promotional products

GWW argues that pressure from the promotional product industry is paramount. After all, promotional products are subject to tax discrimination. According to GWW, the existing obligations to keep records as well as the special tax charge applicable to the use of promotional products "disadvantage our industry and hinder both us and advertising companies." "The obligation to keep records on the part of the recipients of promotional products represents a considerable bureaucracy in the advertising industry. The representational advertising medium is often the only form of advertising allowed by the communication budget of small and medium-sized companies," says Frank Dangmann.

Win-win situation for all involved

The proposal: "Reduce bureaucratic regulations by making the deduction of operating expenses for business-related, non-cash benefits practical and enforceable again by changing the current year- and recipient-related exemption limit (35-euro threshold §4 para. 5 No. 1 EStG) into an object-related exemption limit that reduces record-keeping costs and creates a uniform, transparent set of rules. This would lead to a considerable reduction in the obligation to keep records, favour the use of higher-priced promotional products and thus also reduce the competitive disadvantages of the companies producing in this country and thus also preserve and create jobs. Finally, the nation would also benefit from the positive development and expected sales growth of the industry through increased tax revenue." <

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In September, the KALDENBACH GROUP in Hersbruck/Germany once again welcomed guests to its own in-house trade show called “#SYMPATHICAL live”. Visitors were shown the entire product portfolio of the brands Bronson®, Heimrich 1904®, camarc®, FamousFood® and ZR-X® which are sold exclusively by the company.

Kaldenbach Group

Appealing products presented live



Relaxed conversations and high spirits in the stimulating ambience of the #SYMPATHICAL live.



On this day, the Kaldenbach team presented the truly appealing new products of its in-house brands, consisting of give-aways, textiles, porcelain, outdoor products, electronics and stationery, spread over two floors in the usual professional manner. In a relaxed atmosphere, the product show gave the numerous visitors enough time and leisure to get acquainted with the latest product creations of this series of strong brands. The emphasis was on intensive consultations and a relaxed exchange. The small delicacies of the served finger food contributed to the stimulating atmosphere, which rounded off

the programme of the #SYMPATHICAL live. Ultimately, the guests were able to take home lots of new inspirations for marketing their companies.

[kuadra:t] as the next highlight

Kaldenbach's next event has already been scheduled: the [kuadra:t], the KALDENBACH GROUP's traditional in-house trade show with supplier partners from various product sectors presenting their new products for the coming year, will take place in the vintage car museum Dauphin-SpeedEvent in Hersbruck on 16 January 2020. <

The SYMPATHICAL

It is often the little things in life that make a big difference and leave a lasting impression. The Sympathical is a product with which one enjoys a bond that goes beyond rationality. The Sympathical is a favourite item that can be utilised to promote a brand through perfect placement, branding and packaging, and to gain attention, boost sales, make empathising more perceptible and create positive emotions towards the brand. A Sympathical reaches more decision-makers over a longer period of time than other media. It is in use for a long time and enhances appeal and trust.

www.kaldenbach.com

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 www.jung-europe.de

It's all go at Easter

You can pull a rabbit out of the hat for the recipient with a special Easter gift from Jung. The elegant Easter box made of recyclable metal hides a Lindt Easter bunny made from 10 grammes of the finest Alpine milk chocolate and two delicately melting 5-gramme Lindor Mini Easter eggs. Individually printed on white or matt silver metal, the elegant box with a slip lid offers an eye-catching advertising space – perfect for particularly sustainable Easter greetings. The ideal gift for a magical Easter moment.



PSI 41734
 Giuseppe Di Natale S.p.A.
 Tel +39 081 2380001
 saales@dinatalestyle.com
 www.dinatalestyle.com

The notebook that grows with you

The Bullet Journal Modimò from Di Natale is a refillable, eco-friendly notebook made in Italy. The soft and flexible regenerated-leather cover is made entirely from recycled leather fibres and contains two bound FSC-certified paper diaries. The inner pages available in various standard layouts can be easily removed and replaced thanks to the special elastic band binding. Even if the notes are out of date, the cover can be kept and used again. Both the cover and the diaries inside are fully customisable.



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

Exclusively in Germany

The writing instrument specialist Klio-Eterna has been developing and manufacturing writing instruments exclusively in Germany for 120 years. Ballpoint pens for the promotional product industry have been manufactured at the Wolfach site in the Black Forest since 1957. Although the popular series “Trias”, “Boa”, “Zeno” and others differ in design and promotional effectiveness, they each offer their own individual advantages. All have a high-quality mechanism and a soft writing feel in common because all Klio product series are manufactured in-house and feature the self-developed and very durable Silktech quality refills.



PSI 49982
Edition Michael Fischer GmbH - EMF Verlag
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www.emf-verlag.de

Homeland superfood

Superfood is on everyone's lips in the truest sense of the word. Avocado, goji berries, pomegranate or chia seeds are indispensable in all power recipes. Published by EMF Verlag, the subject-related book contains countless creative and enjoyable recipes with which you can easily make your own superfood from local fruits and vegetables – Made in Germany. The publisher offers companies the opportunity to produce an edition according to their own individual criteria: Whether it be with an integrated company logo on the cover or the integration of company services or products as well as a flexible number of pages and cover design: there are no limits to your creativity.



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PSI 43980
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 info@bas-innovation.de
 www.bas-innovation.de

A good place for advertising

The Flatcube HOME is the advanced version of the well-known Flatcube from BAS innovation. The foldable stool offers plenty of space for large-scale advertising messages. With the high-quality Merino felt, it is perfect for sophisticated events, trade shows, gastronomy, hotels or at a point of sale. The Flatcube HOME combines the practicalities of the folding and weatherproof base with a timeless and elegant design. The patented foldable base is made of recycled PP granules in Germany. The felt material is ÖKO TEX certified and Made in Germany.



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

Who scrapes ice in winter?

Winter is approaching and the tedious task of scraping ice from windows is imminent. In order to survive the cold season as stress-free as possible, the assortment of elasto offers a useful everyday helper Made in Germany. The "TopGrip - Digital Vision" ice scraper is your perfect helper for icy car windows. Thanks to its ergonomic shape and anti-slip material, the ice scraper sits well in the hand and transfers the force ideally to the car window. With its large serrations on the top, even thick layers of ice can be easily removed. Inside are two small plates which can be fully photorealistically finished by using UV digital printing.

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Entirely sustainable lip care

Sustainable lip care products "Made in Germany" are the focus of cosmetics specialist KHK. The Lipcare Recycled Plastic Case is made with recycled plastic and the new Lipcare Eco lipstick is a particularly eco-friendly item in a cardboard push-up container. Plastic has been entirely dispensed with here. The Lipcare Naked lip care bar comes entirely in keeping with the new unpacked trend: Due to its consistency, it does not require a housing and is preferably used as lip care at home. All lip care products are manufactured according to the new cosmetics regulation and cosmetics GMP and registered on the CPNP portal. Institut Fresenius carries out a continuous formulation test according to European guidelines.



PSI 49649
KNETÄ
Tel +49 160 4062903
info@knetae.de
www.knetae.de

Plasticine as a vegan highlight

The manufacturer KNETÄ® refers to its same-named plasticine, which is suitable for children over one year of age, as the most harmless plasticine in the world. As the German manufacturer of the vegan plasticine made entirely of natural ingredients, KNETÄ® offers the opportunity to allow a never-forgotten children's item to shine in new splendour. Play sets can be designed completely individually according to the customer CI and adapted to any budget. The kneading dye in accordance with Pantone also presents no problem. In addition, it is possible to have an individual imprint stamped into the KNETÄ®.

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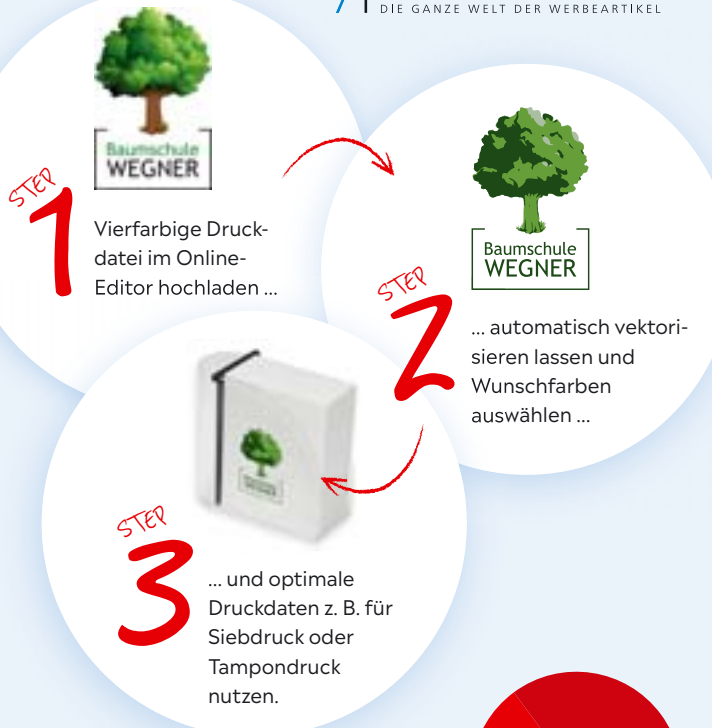
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NEU

The Hirte

Brand new and Made in Germany from Italian PET felt is the "Hirte" trade show bag from Gabriele Bühring. The bag has two handles which can be varied with a push button to enable the "Hirte" to also be worn as a backpack. As always with Gabriele Bühring, everything is made fresh for the customer. Individual special requests regarding size, design with inner compartments or more can therefore be considered. The PET felt is made entirely from recycled PET bottles and is vegan. For simple motifs, discreet embossing is recommended. On request, eye-catching advertising can be applied by means of screen transfer printing.



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

“Colour Worlds 2020”

The publisher Ackermann Kunstverlag promises a cheerful trip around the world with this perfectly coordinated triplet calendar. A walk through the beautiful blue streets of Chefchaouen in Morocco, the scent of lush lavender fields of the Provence or the opulent colours of India make the calendar an atmospheric globetrotter. Like all Ackermann calendars, it is produced in Germany and printed in a climate-neutral manner on paper from sustainable forestry in cooperation with NatureOffice. Advertising can be applied from 50 pieces.

the new magic notepad



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With the Seatowel against ocean waste

Plastic is littering our oceans like never before. The Seatowel helps to rid the seas of plastic. The Dutch company Hypon works together with a network of fishermen collecting their plastic bycatch. This is eventually processed into RPET yarns. The special yarns are called SEAQUAL and are combined with recycled cotton. The result is a towel made entirely of recycled materials: the Seatowel "Made in EU". In addition, water and energy are saved because the substances are not specifically dyed. In addition, Hypon donates five percent of the profits to the "The Ocean Cleanup" project. The towel can be designed according to your own designs or wishes for promotional purposes. The product also convinced the jury of the PSI Sustainable Award 2019 and won first prize in the "Sustainable Product – Textile" category.



PSI 41836
 meterex Karl Kuntze (GmbH & Co.)
 Tel +49 2173 9988690
 meterex@meterex.com
 www.meterex.com

The strongest and longest

According to many experts, meterex has introduced one of the best measuring tapes in Europe to the promotional product market with its Blackstar 5 m. The visual highlight is the black steel tape with extra large numbers in white and red (Japanese scaling). These are also accurately readable in difficult lighting conditions such as at dusk, in a building shell or a basement. On the white reverse side of the steel tape is another black/red cm-scale. The curved reverse side of the tape is also well suited as an alternative to a ruler. Due to the large tape width of 25mm and the high steel quality, the tape is stable up to a horizontal extension length of 2 m. The high tape stability makes it possible to extend the tape vertically without the measuring tape buckling. This allows you to reliably measure ceilings and shelves. Thanks to the strong neodymium magnets at the beginning of the tape, all metal objects up to a weight of 700 g can be retrieved from, for example, shafts to a depth of 5 m. According to meterex, this makes the product "the strongest and longest magnetic lifter in the promotional product market in Europe". With these features, the Blackstar is an interesting promotional product with high utility value not only for all tradespeople and technicians.

Recycling pens take off

At Stilolinea, increased attention is being paid to a sensitive approach to the environment, and the pen range has been expanded to include a brand new line made of recycled plastic. For the new eco-friendly line, Stilolinea has selected a European-produced, certified post-consumer material of excellent quality that comes from recycling durable goods. The first model of the recycling line is the S45 RECYCLED which boasts an essential, lightweight design. The second model is the new style icon, the ELIS RECYCLED twist pen. In addition to its attractive shape, the lead-free refill option can also be chosen as an additional ambassador for the environmental theme.



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 Standardgraph Zeichentechnik GmbH
 Tel +49 8171 3880
 info@standardgraph.de
 www.standardgraph.de

Measure flexibly

The company Standardgraph has been a specialist manufacturer of all kinds of rulers made of plastic, aluminium and wood since 1911. Particularly popular are rulers and geometric triangles made of special plastic in different sizes and colours. They are flexible, infinitely bendable and free of PVC and plasticisers. Advertising can be applied by means of hot stamping and digital printing. Standardgraph Zeichentechnik is also a manufacturer and distributor for well-known foreign manufacturers in the fields of drawing technology, art supplies, writing utensils, office supplies and promotional products.

-Advert-

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PLASTOREG



www.plastoreg.de



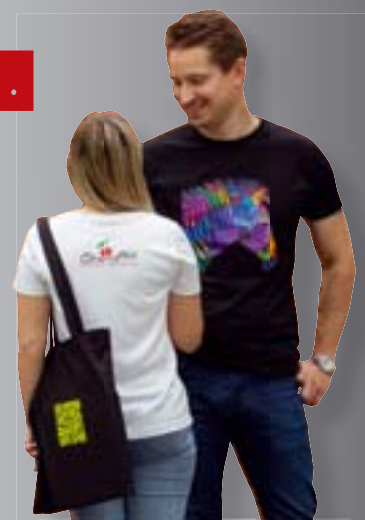
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PSI 47306
Emco Bautechnik GmbH
Tel +49 591 9140603
n.rudau@emco.de
www.emco-bau.de

Individually eye-catching

The product portfolio of Emco Bautechnik GmbH has been revised as part of the restructuring of the promotional mat segment. The product range now includes high-quality, washable logo mats for supporting the corporate design in entrance areas, promotion mats in high volumes for give-aways and short-term advertising campaigns, as well as long carpets for a red carpet appearance, large entrance areas as well as trade shows and events. Whether a brand is to be professionally presented, a signpost, a message, a notice, information is required or the customer should simply be welcomed – everything is possible with the advertising and promotion mats produced in Germany. A new printing plant in Lingen ensures that photorealistic designs can now be implemented. In order to give the target group – the promotional product trade and agencies – a better overview, a new brochure has been prepared and a new competence page www.emco-bau.com/werbematten created.



PSI 46918
FILANTI S.R.L.
Tel +39 031 563668
info@filanti.com
www.filanti.com



Entirely organic accessories

Filanti has a variety of fashion accessories made entirely of certified organic cotton in its range. All fabrics are woven in Italy, GOTS-certified and printed digitally with Oeko-tex-certified dyes from Epson. Hairbands, hair ties, scarves, neckties and shawls can be individually made to customer specifications in special designs. According to the manufacturer, size and design are of no significance.



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

Grooming a beard

With the new beard brush from Frank Bürsten, beard grooming becomes a sheer pleasure. The ergonomic brush lies comfortably in the hand and the robust, high-quality natural bristles make it easy to groom a beard. In addition, brushing facial hair removes dead skin particles. Beard oils and other care products can be applied with the beard brush. A beard brush belongs to everyday care and is a must in the bathroom cabinet of a bearded person. With the "Made in Germany" beard brush, advertising companies help their target group to achieve a smart appearance. On request, Frank Bürsten will place individual company or advertising logos on the brush.

Safety and fun with a snap

ReflAktiv snap wraps combine safety with fun and functionality because this product is now established in the field of traffic safety. As soon as light hits its surface, it is reflected back with enormous reflection power. The wraps are visible over long distances for other road users. That is why they are popular across generations. Snap wraps are EN13356-certified and only they may be "Safety" labelled. They feature a comfortable velour on the back and are manufactured exclusively in Europe.



PSI 46970
ReflAktive Reflektion & Promotion
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info@reflaktive.de
www.reflaktive.de

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PSI 49320
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Tel +49 170 2800652
info@mood-rooms.de
www.mood-rooms.de

Sharp arguments

As a modern, independent family business since 1814, Wüsthof is one of the world's premium manufacturers of high-quality chef's knives. Wüsthof offers the Sharp Fresh & Colourful kitchen knife set from mood rooms: The blades of this set are made of stainless steel and the colourful plastic handles are ergonomically shaped. The customer can choose between five blades and four colours; a logo etching is possible from 120 sets. The knives are exclusively available to the promotional product market at mood rooms.

– advert –

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PSI 49025
Porzellanfabriken Christian Seltmann GmbH
Tel +49 961 204141
n.lehner@seltmann.com
www.seltmann.com

A haven of peace at the table

The four different colour glazes of the Beat Colour Glaze series from Seltmann provide a haven of peace at the laid table. The sand beige, pearl grey, sage green and arctic blue colours enhance the gracefully unobtrusive design language and enhance the fine relief. Watercolour design best describes this colour glaze series from Seltmann Weiden. With the help of the water-based colour glaze, plastic effects are created which give each article an individual touch and thus almost its own watermark. The special glaze in trendy colours makes each piece a unique work of art. Whether individual or combined, Colour Glaze brings life to the table.



PSI 44668
 R. Cermak -Penlights (Made in Germany)
 Tel +49 7231 106105
 info@richard-cermak.de
 www.richard-cermak.de

Bright light from Germany

The mini flashlights from Richard Cermak are made entirely in Germany and equipped with high-quality alkaline batteries, which also carry the seal "Made in Germany". Each product undergoes a comprehensive quality inspection, with all production processes carried out to environmentally friendly standards. The Penlight WONDER WO410 model consists of an aluminium housing and can be supplied in many colours and optionally with a very bright white LED or a light bulb.



PSI 49090
 Die Stadtgärtner
 Tel +49 5921 7119344
 hallo@diestadtgaertner.de
 www.diestadtgaertner.de

For more green in grey

Seedbombs are small balls of soil, clay and seeds offered by DieStadtgärtner. As the seed is rolled up in the rock-hard mix of soil and clay, it does not need to be planted. Instead, you can simply throw or place the whole seed ball onto its intended spot. The next rainfall softens the seed ball and activates the seed which then starts to germinate. The ingredients come from Germany and the EU. Seedbombs are available in eight different varieties, from wildflowers to delicious herbs and vegetables. They are also popular as a green gift.



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Promotion!



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 E-mail: info@semo.de • www.semo.de



PSI 43837 • Eikachip Groß GmbH
 Tel +49 821 2628990
 info@eikachip.de
 www.eikachip.de

Chips for the world

For 28 years, EIKACHIP Groß has been producing shopping cart chips for all industries at its Augsburg site. The portfolio includes not only chips in various currencies, but also the appropriate holders in various designs. Pad and digital printing as well as the complete packing and packaging take place at the site. Even special packaging in a customer design is possible. Small minimum quantities, short delivery times and fast service are the supplier's hallmarks. Also in the range are elegant metal shopping cart chips in various designs, as well as numerous other promotional products.



Soap bubbles for over 70 years

The quality label "Made in Germany" is more than just a designation of origin. It is an expression of perfectly designed, conscientiously crafted and identity-creating products. This promise of performance has an unconditional priority for SUCCESS Werbung in Tübingen. The company is a manufacturer of PUSTEFIX soap bubbles and makes them an appealing advertising medium through individual printing. "It is our claim to produce close to distributors and customers, to act flexibly and to be able to respond quickly to unusual customer requests," explains Managing Director Frank W. Hein. Since 1948, the PUSTEFIX classics have been proving that German industrial design is timelessly popular. The PUSTEFIX soap bubbles that have been known for generations not only transport individual advertising messages but also emotions. The quality promise "Made in Germany" guarantees the customer a perfect product quality, a maximum play value, uncompromising product safety and punctual service.

PSI 43053
 Pustefix GmbH - SUCCESS-Werbung
 Tel +49 7071 78898
 info@success-werbung.de
 www.success-werbung.de



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PSI 41369
elasto form KG
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info@elasto.de
www.elasto.de



Crystal clear with many advantages

The company elasto has decided to dispense with unnecessarily environmentally harmful disposable drinking bottles. It now focuses on the "Refresh" bottle as a perfect solution for those who want to do something good for the environment. Made in Germany, it is made of tasteless and odourless Tritan. As a transparent version, this material is as clear as glass but a lot lighter, more resistant and unbreakable. In addition, the bottle is BPA-free and without any harmful softeners. It is leak-proof and also suitable for carbonated drinks.



PSI 43558
Kolter GmbH
Tel +49 6404 4049049
info@mykolter.de
www.mykolter.de

Cuddle in XXL

The term "Kolter" stands for the Hessian word "Kuscheldecke" (cuddly blanket) and that is exactly what Kolter GmbH offers as an individual customer and employee gift. The CI of the advertising company is captured on three square metres and preserved for the cosiest moments enjoyed by customers, employees or business partners. A fair production in Germany and high-quality materials paired with individual designs with a minimum of 50 pieces make the Kolter even interesting for small companies or individual events.

Freshly squeezed

The decorative UT 108 lemon squeezer from Alessi helps to squeeze fresh, halved lemons over the dish during a meal. This creates a Mediterranean ambience in Kuno-Prey design. With the classic tried and tested cherry-wood citrus juicer all citrus fruits, even small limes, can be effectively squeezed out thanks to the pointed pressing cone.



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



PSI 47514
 Schärfer Werben GmbH
 Tel +49 7664 5057217
 werbemittel@cnmemory.de
 www.schaerfer-werben.de

Mobile phone on the chain

The practical mobile phone chain from Schärfer Werben has developed into a true trendsetter. This popular accessory can be used almost anywhere and ensures that your phone is always at the ready at work, during recreation, while shopping or when going out. The strap can be adjusted in length and the mobile phone can be flexibly carried. The silicone covers are available with custom printing for iPhone, Samsung and Huawei smartphone models. Printing is possible from 100 pieces, whereby smartphone models can be mixed.



Damit schreibt der Weihnachtsmann seinen Wunschzettel

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PSI 49677 • LIKOR EAST-WEST PROMOTION
Tel +48 61 6521212
office@likor.pl
www.promotional-clocks.eu

A lot of time for advertising

The Polish company Likor has made a name for itself as a manufacturer of promotional wall clocks. On offer are quality clocks also in small quantities with fast delivery within Europe. Made of aluminium, plastic, glass and ecological materials. The illustrated clock is made of plywood. High-quality devices that can be personalised at your own discretion are used for printing dials and advertising messages.



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

Pencils as ambassadors

Sustainable promotional products are in vogue at the moment. So what could be better than using the raw material wood to spread an advertising message with a clear conscience? As a promotional product, the pencil is not only a sustainable product but also conveys a sense of appreciation to the customer and shows the ecological orientation of the company. The company Reidinger has been producing pencils Made in Europe for over 35 years. They are made of certified wood and tested by LGA/TÜV Rheinland. They are available in a short or long version, with or without an eraser, as a classic or customised. Printed with an individual motif of your choice, the advertising message reaches the target group in a natural way. The individual promotional pencil can be easily designed by using the configurator.



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

Superfood as a muesli bar

One of the most famous and popular superfoods is chia seeds. They are rich in antioxidants, omega 3, proteins, fibre, vitamins and minerals. Kalfany Süße Werbung sells the contemporary 15 g muesli bar from Bio-Zentrale with the special recipe Kern+Korn with valuable chia seeds in a promotional flowpack. Customer-specific printing and packaging takes place in the IFS-certified production facilities in Herbolzheim in South Baden. For the very first time you can get a certified organic chia bar to use as a promotional product – completely “Made in Germany”.



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

Natural advertising

High-quality German mineral water as a natural advertising medium is offered by the beverage specialist Römer Drinks. No other drink conveys more well-being and a love of nature and it can be combined with a meaningful advertising message. This makes mineral water the perfect all-rounder for every event. 0.33 and 0.5 litre bottles are offered with a film label from 264 bottles. You can choose between a white or transparent film in a glossy or matt finish.

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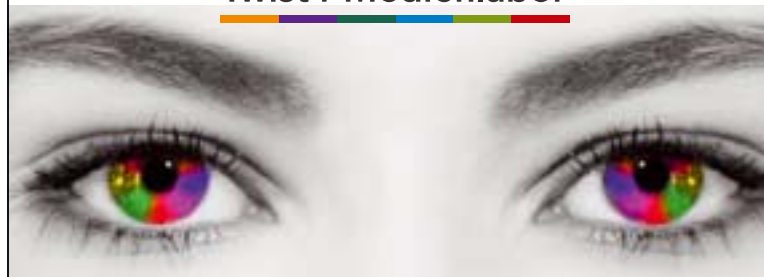
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PSI 43999 • ADOMA GmbH
Tel +49 7522 97160
info@adoma.de
www.adoma.de



Green from Allgäu

Premium plastic quality paired with an appealing design and the quality seal “Created and Made in Germany” – this is what ADOMA GmbH has been synonymous with for more than 40 years. Not only does the company manufacture promotional products but also individual special solutions for a wide variety of customers. Whether it be plastic cups for events or the booming 2go sector, bottle coolers or sports bottles in various sizes: The portfolio includes individual advice and planning as well as tool construction, production and finishing of the products. Under the motto “All[gäu]green”, products made of bio-based plastic are now also available.

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www.textildruck-europa.de

Quality through passion

Textildruck Europa has been a competent partner for consulting, design, production, printing, warehousing and dispatch from a single source for more than 50 years. All textile print finishing options are offered, including comprehensive advice on the selection of suitable products and the creation of an individual design. The company is GOTS-certified. This Global Organic Textile Standard meets the highest standards of eco-friendly, sustainable production of textiles. What makes this so special is that the entire textile chain is monitored. Photo: Helga Losse, the mother of the current owner Lars Losse.

Individually embroidered

The textile finisher Klam Stickerei has relied on quality Made in Germany for more than 30 years. At the company site in Lichtenstein, the Swabians not only embroider third-party products but also offer a large range of textile products from well-known brands. Time flexibility is guaranteed in the implementation of high-quality embroidery by using the in-house embroidery machines. Small minimum order quantities, short delivery times and special textile productions complete the profile.



PSI 49110 • KLAM MARKETING
Tel +49 7129 928690
mail@klam.de
www.klam.de



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

Reinforce environmental thinking

The trend towards ecologically manufactured products as well as companies that operate in a sustainable and environmentally friendly manner is unbroken. This includes the specialist for sweet promotional products, MAGNA sweets. A new feature among its promotional sachets is the choice between white/transparent organic film and white paper/PE. The combination of paper optics (with FSC-certified base paper) and film functionality (high resistance to perforation and tear) makes the paper/PE packaging solution so attractive. As more than half of the product is made from renewable raw materials, the topic of sustainability and environmental protection comes to the fore in advertising campaigns.

-Advert-

THANK YOU FOR SUPPORTING EUROPEAN PRODUCTION!



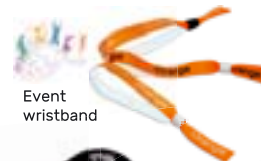
Gift wrapping



Bandana with reflective



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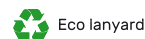
Event wristband



Eyeglass cleaning cloth



Lanyard



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PSI 47628
 Framsohn Frottier GmbH
 Tel +43 2862 52455320
 isabella.zeller@framsohn.at
 www.framsohn.at

Cuddly beech and cotton

The Austrian company Framsohn Frottier is now offering its new “Botanic Deluxe” towel collection made of high-quality cotton with CO₂-neutral Modal® beechwood fibre. This botanical fibre is characterised by special, natural softness which is retained even after many washes. Modal® also impresses with its exquisite shine that the fibre naturally brings. The unique blend of the finest cotton and this special, botanical fibre guarantees brilliant colours even after many washes and makes “Botanic Deluxe” particularly absorbent. The design convinces with its clear, discreet hem border with mercerised cotton.

Wood and concrete

With the Q-Pack Timber Titan and Q-Pack Major Titan series, Vim Solution presents two product families made of native Black Forest wood and concrete. As with all products of the series, the pine wood used comes from FSC-certified stocks from the Black Forest and milling is done directly in-house. The capacity of the Q-Pack “Timber Titan” power bank is 5,000 or 10,000 mAh. With the Q-Pack “Major Titan”, the fine concrete Major series is being expanded and the capacity increased. The concrete used comes from a local supplier. The product line now includes power banks with 2,600, 5,000 or 10,000 mAh, three different USB sticks, mobile phone holders, bottle caps and card holders. Further products are being planned.



PSI 47555
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Under the label [Der Hauser.], Hauser GmbH presents a wide range of promotional writing instruments for all purposes. The more than 90-year-old traditional brand systematically focuses on design and innovative technologies as well as sustainable and future-oriented materials. Especially this year, much has happened at “Hauser”.

Traditional brand striving for innovation

Diverse, individual and sustainable

Since Andreas Prass took over the traditional brand Hauser more than ten years ago, he and his team with their wealth of experience, expertise and innovativeness have created a diverse assortment of attractive promotional writing instruments that impresses in terms of design, functionality and quality. The small, powerful team is headed by Barbara Prass and Annika Gall who are responsible for sales, consulting and service. They are passionate about what they do, complement each other perfectly, and always make detailed calculations in order to always achieve the best solution for the customer. This also applies to custom-made products where they do everything in their power to meet customer requirements.

360° customising creates brand individuality

A lot of creativity is used by the think tank at Wöhrder See in Nuremberg to constantly expand the collection under the label [Der Hauser.] and to set contemporary accents. The most recent project is entirely dedicated to sustainability: “We have been designing and developing unique products made of new materials for some time now. The latest additions to the product family are writing instruments made of cellulose, which will go on sale at the end

of 2019,” explains Andreas Prass. With the launch of a sustainable product line, Hauser has responded to the lively debate on the conservation of global resources. In close cooperation with the “Northern Lights” project group, individual solutions for sustainable biogenic materials that are perfectly tailored to the respective needs of a product are developed. A network of partners and various company locations provides valuable impulses for implementing 360° customisation. The aim is always to focus on the brand individuality of Hauser as well as on its customers and their products.

Products made of novel bio-material

The new writing instrument line uses a cellulose-based material that is bio-based and represents both environmentally and economically a serious alternative to plastic and wood products. This completely innovative organic material is made from recycled wood, paper and cotton fibres and is itself compostable and recyclable. The composition of this innovative material contains a wide variety of bio-polymers such as cellulose, starch, lignin, natural resins, natural waxes and natural oils, biological additives and natural reinforcing fibres. The result impresses with its special haptics which gives the writing instrument a significant value.

Individual down to the smallest detail: Pencils from Hauser.



Sophisticated concept for the promotional products industry

The Nuremberg-based company has done a great deal in the course of the past year to expand its sophisticated concept for the promotional products industry under the sales brand [Der Hauser.]



Ballpoint pens for every purpose and every budget. Including personal advice.



Leading the Hauser team: Barbara Prass (right) and Annika Gall at the PSI 2019.

er.]. To be able to implement new approaches and products as well as advertising concepts for customers even faster and more professionally, the Nuremberg company has also developed internally. The department of media design, for instance, was expanded under the management of Annika Gall. "Design is always about more than just a new shape. Instead, ideas for innovative design are new technologies or processes that are then translated into design. This is an exciting challenge for us creative minds," explains Gall who enthusiastically contributes her ideas. "New in our programme will soon be decorations in the 3D process, which is particularly interesting for wooden pencils." When it comes to wooden pencils, Hauser has been well established for years. Above all, the black coloured pencils which can be decorated with Swarovski stones in numerous colours were best-sellers from the outset.

Individuality skilfully realised

Speaking of wooden pencils, Hauser explains to us what it has to offer in this area. We are impressed by the possibilities that arise to create one's very own individual pencil. There are painted and unpainted pencils, natural or coloured – and in lots of variations: Round and/or hexagonal, long or short, painted in one of the 36 standard colours or also individually according to Pantone, in matte or glossy, with or without an eraser (in many colours) or a metal sleeve (in silver, gold or black). Here, the customer has a wide choice and can create his own personal pen. The pens become even more personal through further personalisation, such as screen printing, pad printing or embossing. The team is sure to come up with a solution even for special requests that go beyond that. So it is not surprising that Hauser is proud of being able to realise individuality so skilfully.

Solutions for every budget

Hauser also scores with versatility in other product segments: The right product is guaranteed to be found for every taste, every purpose and every budget. From the inexpensive ballpoint pen (in bright colours) or even classic to high quality, made of recycled ABS plastic, metal or fine sandalwood, for pressing, twisting or with a cap – Hauser

has it! In addition, there are highlighters, rollerballs, retractable pencils (also in the professional version especially for tradesmen), up to elegant pencils made of wood or metal that are pleasant to hold in the hand – Hauser also has pens for individual advertising solutions.

Advice and service are very important

The Hauser team will be happy to assist the customer when configuring the desired product and choosing the right printing process as personal advice and support are a matter of course. The service also includes checking the print data as well as quick help with any data problems that may occur. First of all, a visualisation is created to ensure a smooth production process. "This is exactly how we achieve the result that the customer expects. You can always rely on Hauser," says Annika Gall. And Barbara Prass adds: "We are proud of our pencils. But what makes us special is that the customer is more than just a number: We know him, accompany him through his projects and respond to his wishes."



Sophisticated design: The retractable pencil for professionals.

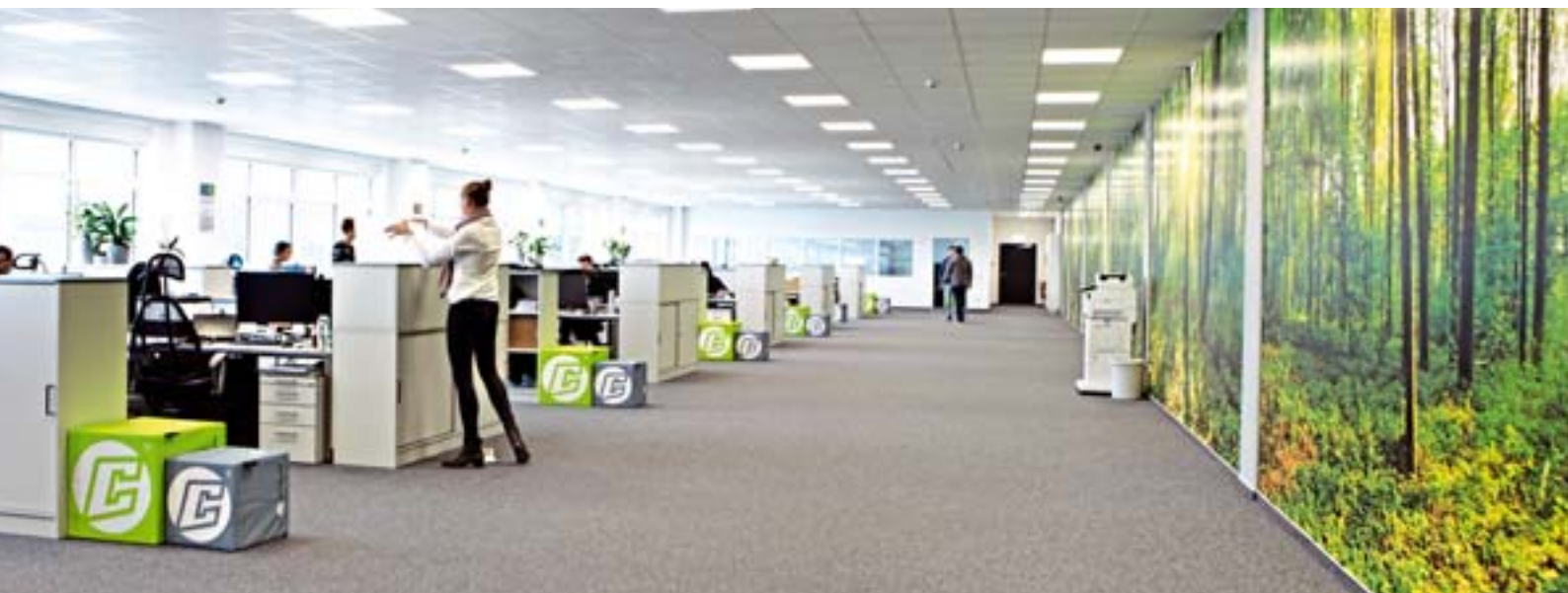
Attractive promotions for partners

Hauser frequently develops campaigns and sends out newsletters with information and product presentations. For example, the promotion "[Der Hauser.] will not only give you his undivided attention but also 250 ballpoint pens with your advertising!" will be running until the end of the year. When a distributor orders a ballpoint pen from the promotion assortment at the attractive all-inclusive price, he will also receive 250 pens with his own advertising as a beautiful gift. <

Steven Baumgärtner and Roman Weiss have known each other since their schooldays. For fun, they had T-shirts printed based on their own designs and sold them in the local scene. What began for both 25 years ago became a profession and they became business partners. On the occasion of the company anniversary we look back – and ahead.

25 years of cyber-Wear

A boyhood dream became reality



A quantum leap from the basement office of the founding years: The impressive new company building aptly reflects the expertise of the company.

Ut is time to reminisce: 25 years ago, on 2 November 1994, Roman Weiss and Steven Baumgärtner founded cyber-Wear Heidelberg GmbH. At that time, the “head office” was still in the parent’s basement, and the thought of where these young entrepreneurs would be in 25 years did not even enter their mind. They had a starting capital of 346 deutschmarks, an old fax without a connection, a portable telephone from Roman’s grandfather, a children’s desk and an old Atari computer. And in the few hours of sleep they needed, they dreamed of having major customers.

Business idea born at school

Steven Baumgärtner and Roman Weiss met for the first time at the English Institute, an internationally oriented private school in Heidelberg. Although they played hockey together in the school team and also had mutual friends, at first they were unaware of the interests they shared. It was only when they happened to be sitting side by side in the classroom at high school that they discovered they had so many things in common. German and English were so easy for both of them that they had time to develop their own ideas during these lessons – tacitly tolerated by



From school friends to business partners:
Steven Baumgärtner and Roman Weiss.



Competence field of merchandising: cyber-Wear participates at the major international motor shows for its many renowned customers in the automotive industry.

the teacher because of their good performance. At this time, they also raved about the trendy Chiemsee sportswear brand. The label with its exciting story had immediately inspired the imagination of the grammar school pupils. But it was not until a classmate with a talent for drawing joined them that their project took off: "We will design our own T-shirts and sell them!"

On course for growth from day one

In the basement of the parents' house, they processed their first orders and their first office remained here until they left school. When both began their vocational training, they invested their trainee remuneration in a small two-room flat in Heidelberg-Neuenheim where they also set up their office. They remained here for about a year

before moving in 2000 to Wieblingen where premises measuring about 200 m² provided them with more space. But it quickly became too cramped here, too, so the company had to move again. In 2002, Dossenheim near Heidelberg offered sufficient space of around 2,000 m² including a large warehouse – an important step forward that made cyber-Wear more efficient. Initially, the company headquarters (which were to remain there until the beginning of 2019) seemed incredibly large and the two managers were worried whether they would be able to fill the warehouse at all. But even then cyber-Wear was on course for growth and at the time was already acquiring major customers. After the first six years, Cybergroup International was founded for the purpose of consolidating all foreign branches, and by now cyber-Wear was operating as a subsidiary. The Cybergroup expanded to a total of

The fact that cyber-Wear is still ambitious is clearly illustrated at the company headquarters.



145 employees worldwide in the first two years and established branches throughout the world. Locations include China, Vietnam, Dubai, America, Great Britain and Turkey.

Nothing is impossible

Steven Baumgärtner and Roman Weiss have always had a talent for “catching big fish”. They made the impossible possible when they secured their first major order from RWE to deliver printed T-shirts within just a few days. While other promotional product distributors considered it impossible to execute such an order, the two ambitious managing directors saw it as a challenge. Together with a few friends, they printed T-shirts day and night. Cartons were piled up to the ceiling in the offices at the time but they were sure they could do it. And this is precisely what happened: They delivered the articles on time with a borrowed van. To this day, the motto of the company is “nothing is impossible”. The fact that a large corporation chose an unknown service provider as a supplier shows just how convincing and competent cyber-Wear was at that time. After receiving their first order from a major corporation, other major orders soon followed. Even today, customers such as Deutsche Bahn, Ford, Audi, and many more are among their customers.



The new headquarters: The future is now

The new construction of the headquarters and the associated relocation from Heidelberg to Mannheim at the beginning of 2019 is one of the milestones in cyber-Wear's 25-year history. And the result is impressive. The new headquarters makes it clear where the path should be heading. Following the credo “The future is now”, cyber-Wear is once again setting benchmarks – in the industry and for its own aspirations. There was a plethora of creative ideas even in the planning phase and, after a short construction phase lasting just one year, they have become reality: the whole building and every detail breathe the future. The subsequent, modern high-bay warehouse is just as innovative, impressive and, above all, its dimensions are ground-breaking for the industry. The constant growth of orders in recent years can finally be accommodated with sufficient storage capacity. Thanks to the new building, further opportunities are opening up and there are currently plans to expand the building in 2020.

The anniversary will be celebrated

25 creative, ambitious, competent and above all fruitful years must be celebrated in style. The Cybergroup already began in early November and there will be many small and big highlights. The first big, very exclusive event will be the anniversary celebration at the Heidelberg Castle. Employees, friends and families will be there to drink a toast to the past 25 years (and at least another 25!). Equally exclusive will be the appearance at the PSI in early January 2020 and the associated VIP event for invited guests. cyber-Wear is spontaneously taking its guests on a trip to Paris. The team is inviting its customers and partners to enjoy French refreshments and a delicious lunch at a top café. Celebrations will continue at the popular BeachCup in June 2020.



A look back:
The entrepreneurial dream of the two boys (left) came true. Above: Meeting in the former company building.



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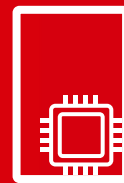
Cardguard



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Security card



Security card
with chip



Camera blocker



Camera cover



Data protector



Wallet guard

Things are happening at Reflects GmbH. The renowned promotional product supplier from Cologne has carried out an internal review of its potential and in recent months has embarked on a systematic and targeted restructuring which is concisely expressed in the claim "REFLECTS FOR FUTURE". We managed to get a clear picture of this directly on site.

Aspiring to new goals with a new mission statement

Reflects for future



Conveniently located with scope for further growth: the premises at Toyota Allee.



Open to customers and new concepts: the prestigious entrance front of the Reflects headquarters in Cologne.

Anyone who successfully deals in promotional products in the industry is certainly familiar with the name Reflects. First of all as an illustrious brand label that is synonymous with high standards in terms of product quality and customer service, and since January 2017 as the new company name of the former LM Accessoires. Founded in 1988, the company has continuously developed into a respected player in the world of three-dimensional advertising under the aegis of Meinhard Mombauer.

Passion for promotional products

Over the past three decades, the passion for promotional products has been reflected in an ever-growing number of attractive, useful and promotionally effective quality

products. As a developer, manufacturer and importer with nearly 2,000 articles from various product ranges, Reflects enriches the marketing activities of numerous convinced customers and makes their messages literally tangible. This is ensured by around 100 employees who work on 13,000 square metres at the Cologne site. We were able to get a clear picture of this during a tour of the factory. Strengths and expertise in product development, custom design, IT, graphics, purchasing, sales and administration are concentrated here at the conveniently located Toyota Allee. A large warehouse combined with a modern in-house finishing service and efficient logistics ensure relatively short delivery times. Reflects Hong Kong is responsible for networking with the world. At the Chinese partner, 30 specialists take care of sourcing the "Best of" from the Asian market. Finally, Reflects UK in Birmingham and Sales Netherlands complete the family.

Times of change

The keyword is “family”: On site, the feeling of togetherness – without which operating successfully would not be possible – is immediately perceptible. Men (and women) identify strongly with the company, many employees have been involved for many years, and the slogan “We are Reflects!” is clearly being lived here. But as you know, “nothing is more constant than change” – and this is also true for Reflects. Because here, too, constancy and change go hand in hand and that is why Reflects is constantly evolving. “The word alone expresses it: It is part of our self-image as a company to always do something”, emphasises Managing Director Meinhard Mombauer, and elaborates: “In order to meet the challenges of a changing market and the requirements of our customers more effectively in the coming years, we have initiated a restructuring, or more precisely, an optimisation process under the motto ‘REFLECTS FOR FUTURE’, which will make us future-proof and build on the tried and tested.”

Systematic restructuring

At Reflects, the pathway to a new, clear profile is both forward-looking and purposeful. Meinhard Mombauer brought the experienced Peter Leseberg on board as a professional specialist. As the head of marketing, he has been systematically forging ahead with restructuring since April. Having worked successfully in the industry for 30 years, the business economist brings the necessary expertise to put “Reflects for Future” on the right course. Leseberg, who spent thirteen years as Sales and Marketing Manager at the Bielefeld bag specialist Halfar, is passionate about his tasks and, together with the teams led by Sales Manager Frank Krüger and Creative Director Daniela Szente in close cooperation with Managing Director Meinhard



Under the direction of the German Institute for Marketing (DIM), industry experts met in Cologne with the aim of intensively examining and analysing the current business model.

Mombauer, is driving the future-oriented positioning of the company that is steeped in a long tradition. “Reflects has always been an impressive example of a structured, broad-based and successful industry all-rounder. The task of further developing, differentiating and sharpening the image, the status and the potential of this remarkable company appealed to me,” said Leseberg, who emphasises the repositioning of Reflects as a team task. (Incidentally, Marc Mombauer, who may already be the next generation in the continuity of the family business and who used the break between his bachelor’s degree and the continuation to a master’s degree in order to get a taste of his father’s business, also helped in the restructuring process and managed to provide creative impulses himself.)

Professional analysis

All areas and processes of Reflects were painstakingly scrutinised. For this purpose, the in-house “thinktank” had brought professional help on board with the Cologne-based German Institute for Marketing (DIM). Together, they analysed the key elements of the corporate structure towards a competitive differentiating strategy. The key focus was on the brand image of Reflects, examined with the help of extensive workshops. For this purpose, a dozen indus-



Welcome faces serving the customer: All sales teams at a glance.



The creative minds of the company responsible for the strategic reorientation of Reflects (from left to right): Sales Manager Frank Krüger, Marketing Manager Peter Leseberg, Creative Director/Marketing Manager Daniela Szente and Managing Director Meinhard Mombauer.



Always in contact with the customers: A look at one of the sales offices.

try experts met under the direction of the institute in Cologne this summer with the aim of intensively examining the current business model. "The experts, mostly respected distributors, used various creativity techniques in order to look at the Reflects image from as many aspects as possible – especially with regard to the requirements of future promotional product suppliers," explains Leseberg. The results of the expert workshop were later elaborated in a written and telephone customer survey. "We very much appreciated the feedback we received from our customers," assures the marketing director. The collected results enabled a systematic analysis, differentiated into a strategic, a value and an operational level and their fields of competence: marketing, sales, purchasing and IT.

Reorganisation of customer service

One of the results of the customer survey: High-quality, advice-intensive customer care is an absolute plus factor. But despite this positive response, Reflects strives for further optimisation to better meet individual customer requirements. Therefore, a reorganisation of the sales teams based on postal codes and countries has recently been

carried out. Sales Manager Frank Krüger explains: "The new form of organisation offers much more flexibility in terms of customer-specific approach and the product-specific expertise in the extensive product range of Reflects. In cooperation with our customers, we stand for reliability, honesty and predictability. We want to score more popularity points here in the future."

A new mission statement

That means being even closer to the customer. And the 'how' is joined by an ambitious 'what': "The essential point is that our mission emerged from this in-depth self-examination. We want to become the multi-specialist of the



Group photo of the cheerful purchasing team.



Ready for challenging tasks: the export team.



Product line with creative impetus: Individual watches that can represent the face of a company.

promotional product industry!”, says Meinhard Mombauer as he explains the ambitious goal of the new mission statement. This includes attractive trade marketing with “clearly defined, restructured and well-presented product groups with brand reputation and a strong emphasis on design; a further improvement of the quality and road safety of the products; a further increase in the quality of service, digitalisation and digital customer service to a new level,” says Leseberg, all in all with a view to achieving a uniform, aesthetically, sustainably and emotionally convincing customer experience”. (Speaking of sustainability: Reflects has adopted new approaches here too. The company was selected by the City of Cologne to participate in “Ökoprofit”, a cooperation project between municipalities and the local industry with the aim of reduc-

ing operating costs while at the same time conserving natural resources.)

PSI 2020: Curtain up for REFLECTS FOR FUTURE

The results of the new mission statement, which focuses on an exclusive multi-brand concept, will be presented to the industry public by Reflects at the upcoming PSI Trade Show with a “striking presentation”. The corporate identity will have a new look. In addition, there will be a new catalogue concept from January, a new website and, as a result, increased online marketing and communication activities in social media. Visitors to the trade show may be curious about the new face of REFLECTS FOR FUTURE. It can be found in Hall 12 at stands 12B01 and 12D17. <



The IT team at a meeting. In the centre: Marc Mombauer, the son of the company founder and managing director.



Karlowsky Fashion GmbH presents the “Green Generation” collection. The new, highly fashionable workwear and leisurewear comes from sustainable production. The key feature: The polyester used is made from recycled plastic. An innovation that pays off: for the customer and the environment alike.

Eco fashion with style

Presentation of the “Green Generation”

Karlowsky Fashion GmbH, a long-standing manufacturer of high-quality branded clothing for the hospitality industry, has also recognised the signs of the times. It is breaking new ground and taking responsibility for nature and the environment. Sustainability is particularly close to the hearts of Managing Director Thomas Karlowsky and his team. That is why the successful family business is manufacturing its current collection of functional workwear and leisurewear from recycled plastic. Noteworthy in the “Green Generation” project is not only the resource-saving production method, but also the unmistakable style which is equally suitable for work and leisure. The design of the shirts and pants corresponds to a fashionable streetwear style and fits every sphere of life – from the kitchen to leisure sports.

A rethink is called for

According to Karlowsky, a rethink is called for. “The textile industry is one of the industries that usually puts a heavy strain on our environment. The use of recycled materials for the manufacture of workwear and leisurewear contributes to reducing damage to nature and humans. In addition, the ‘Green Collection’ proves that the combination of sustainability and modern clothing is convincing,” says Thomas Karlowsky.

Courage for innovation

For more than 125 years, the name Karlowsky has been synonymous with quality branded clothing for the hospitality industry. Whether it be for professional gastronomy, the international “haute cuisine”, for ambitious hobby chefs



The latest ‘Green Generation’ collection combines workwear and leisurewear.

or kitchen rebels – now in the fifth generation, Karlowsky Fashion offers the suitable product for all occasions. Highest quality standards down to the last detail, the courage to innovate, and safety for people and the environment are corporate values that are reflected in each of the Karlowsky brands. “With our latest ‘Green Generation’ collection, we have succeeded in combining workwear and leisurewear which was previously not common practice”, says Thomas Karlowsky with conviction. More details below: www.karlowsky.de

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The latest figures confirm the continued growth of Global Organic Textile Standard (GOTS) certified companies. In 2018, the number increased by 14.6 percent from 5,024 to 5,760. Certified companies are now in 64 countries.

Global Organic Textile Standard (GOTS)

Figures do confirm further growth

GOTS certification includes the processing of controlled biological natural fibres along the entire textile value-added chain – from the field to the finished product. Growth is evident in all segments, regardless of whether it is a production or consumer region. Countries and regions with the highest percentage growth in GOTS certification in 2018 were Bangladesh (+29), North America (+25), Pakistan (+23) and South Korea (+23). In terms of the total number of GOTS-certified companies, the highest increase was reported from India (+315), followed by Bangladesh (+155) and Europe (+98). The top ten countries in 2018 in terms of total number of certified establishments were: India (1,973), Bangladesh (689), Turkey (519), Germany (500), Italy (340), China (301), Pakistan (238), Portugal (215), USA (127) and South Korea (85). The 18 GOTS-certified independent certification bodies reported more than 2.02 million people working in GOTS-certified companies.



“GOTS as part of the solution”

“The continued increase in the number of certified companies reflects the common desire to solve sustainability-related problems. It confirms that GOTS is considered part of the solution. GOTS serves as a risk management tool and brand differentiation in companies. Consumers value the verifiable certification from the field to the finished product,” said GOTS Managing Director Claudia Kersten at the GOTS Regional Seminar in Izmir, Turkey.

The number of approved chemicals on the GOTS Positive List also increased by 13 percent to 20,231. The GOTS Positive List contains registered trade names of approved chemicals that must be used by all textile processing companies in the production of GOTS-certified production. Germany, Austria and Switzerland are still the major customer markets, as reflected in the increase in GOTS-certified companies to 576. In addition, there is a growing interest among large retailers to add GOTS products to their portfolio.

Worldwide leading standard

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

PSI SUPPLIER FINDER



Folgende PSI Lieferanten sind nach GOTS zertifiziert. Das gesamte Zertifikatsverzeichnis finden Sie im PSI Supplier Finder 02/2019 als Beilage (Teilaufgabe) dieser Ausgabe.

The following PSI suppliers are GOTS certified. The complete list of certificates can be found in the PSI Supplier Finder 02/2019 as a supplement (partial circulation) to this issue.

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EUROPACK EP Verpackungs GmbH
Florango GmbH
Framschn Frotlier GmbH
Frank & Sohne AG
Hugo Frosch GmbH
Gifts with Impact V.O.F.
Haifar System GmbH Rucksäcke und Taschen
HAPPY BRANDS GbR Martin Wedekind & Marek Lackorzynski
HC Organize Tekstil San. Tic. Ltd. Sti.

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PSI 45775
PSI 44389
PSI 47628
PSI 48960
PSI 46154
PSI 43492
PSI 45666
PSI 48600
PSI 49953

Jute statt Plastik e.K. Inh. Colin Rohwedder
Kerler GmbH
Kleinmann Textil + Design GmbH
L-Shop-Team GmbH
LÄTZ FATZ - Baby-Werbeartikel Inh. Silke Strelow
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This Easter bunny brings more

The Easter Bunny advertising card from Jung since 1828 promises a clever Easter. When you open the give-away, a sweet Easter bunny made of fine milk chocolate from Confiserie Riegelein laughs so loveably that a good mood is inevitable. But that is not all. The advertising card amazes with **another surprise effect**: Thanks to the ingenious tear-off perforation, part of the double card can be easily and neatly cut off. The Easter greetings thus become a sustainable advertising message, even when the sweet chocolate delicacy has already been savoured. Whether it be vouchers, discount coupons or original business cards – there are no creative limits to a personal advertising message here!

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



Special charm

Products made of natural birch plywood, as offered by team-d, have their own special charm. They are made from FSC-certified wood and are left untreated. Their smoky scent awakens **childhood memories** of times around the campfire. All products are delivered in individual parts and put together. No screws, nails or glue needed. The possibilities for personal design are almost inexhaustible. The wood can be provided with a print or laser logo. A motif of your choice is possible from 200 pieces.

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



Always at hand

A **modern pocket mirror** in a matching case – this ideal give-away for women or the fashion and cosmetics industry is now in the assortment of Römer Wellness. The elegant mirror made of modern stainless steel is modelled on the shape and size of a credit card and thus fits into virtually any purse or smartphone case with a card slot. The glossy PU leather case protects the mirror from scratches or dust and is also very elegant. Römer Wellness offers the case in three standard colours: silver, gold and rosé. Advertising is applied by engraving or embossing on the mirror. Alternatively, a coloured doming can be applied for large quantities.



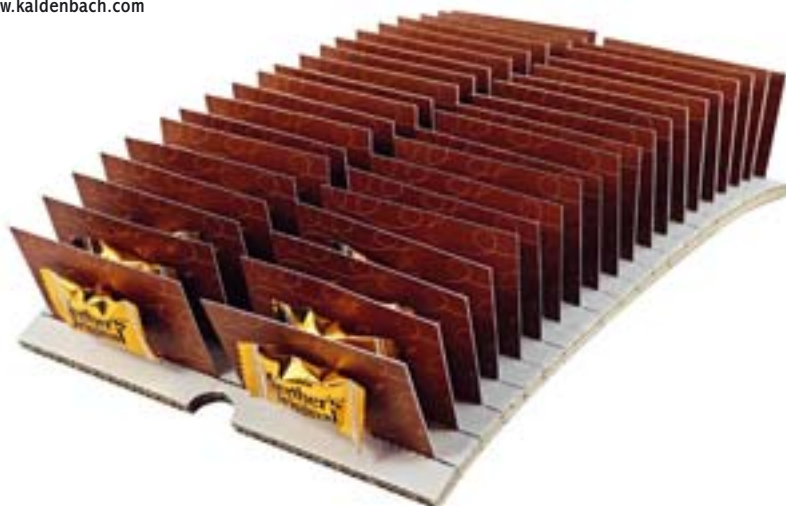
PSI 46887 • Römer Wellness
Tel +49 6541 812950 • info@roemer-wellness.de
www.roemer-wellness.de



Sweet greetings

If you want to give away something sweet at your next promotion, you should look at the range of Kaldenbach. The specialist for **delicious advertising greetings** offers plenty of possibilities to launch a message in the form of sweets or chocolate, for example, with the SweetCard measuring 85 x 55 millimetres featuring Ritter Sport, Milka, Hellma coffee beans, almonds (coated with the finest cocoa), Dextro Energy dextrose, Nimm2 or Werther's Original sweets. Advertising is highlighted by using high-quality offset photo printing.

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



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Sissi and Franz

The new food bags called Sissi and Franz from Misterbags GmbH are made entirely of Fairtrade and GOTS-certified organic cotton. These certifications demonstrably contribute to better and **fairer working conditions** in the manufacturing countries. Their reusability makes an effective contribution to plastic waste reduction. Information about the possibilities of advertising can be obtained from Mister Bags.

PSI 43410 • Mister Bags GmbH
Tel +49 201 8904140 • info@misterbags.de
www.misterbags.de



Eco protection as business model

Arpe Barcelona proposes value-added products by showing its sensitivity to the protection of the environment through different actions. A Circular Economy Program has been implemented, it has been carried out throughout this year involving all the organization areas, all processes have been **reviewed and improved** in order to minimize the waste. New products and extras are eco-designed and reused. A training and environmental awareness campaign has been carried out by the staff in order to reduce the water consumption and electricity in the company's facilities. The brand philosophy means a value-added in each product. Arpe's clients are contributing when purchasing to the environment protection and, at the same time, they get a great design, exclusivity and product quality.

PSI 48309 • Manufacturas Arpe, S.L.
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Rescue in sight

One of the classics in the promotional product industry – the shapely and extremely practical bottle opener in the shape of a lifebuoy from Hepla – is still a best-seller, above all because of its original look. The round design **fits well in the hand** and also ensures good functionality. The surrounding cord provides a convenient way to hang the opener so that it is always at hand. The standard colours are white-red and white-blue. If desired, this extremely useful promotional product can be finished by using pad printing at the in-house print shop.

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



Interplay of colours

The new products from Geda Labels prove that no two cups are the same. To stage a recently introduced promotion product more effectively, the company offers trendy styles for many occasions. The product range includes promotional products, free original creations as well as promotional products and sports merchandising. With the **colour-changing** Star Wars IX Stormtrooper cup, Geda Labels even demonstrates its magical capabilities. The storm troopers suddenly appear on the original black cup with the Star Wars logo. A very cool effect!

PSI 49535 • Gedalabels GmbH
Tel +49 5121 703130 • info@gedalabels.de
www.gedalabels.de



Simply practical

Mallorca, the mobile phone holder from Giving Europe, is an **indispensable utensil** because the practical trend article offers more security when dealing with the expensive technology, for example when shooting photos. The elegant holder has a diameter of about 2.5 centimetres and is simply attached to the back of the smartphone. Advertising is applied by pad printing or doming.

PSI 45737 • Giving Europe GmbH
Tel +49 421 5965970 • kontakt@givingeurope.de
www.givingeurope.de



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A touch of luxury

Goldstar's new Crosby Gunmetal pen adds a touch of luxury with its high quality and **stylish appearance**. The metal ballpoint pen is available in ten eye-catching colours, equipped with a high-performance refill in either black or blue. The rubber sleeve ensures a very pleasant feel. Advertising messages are applied by the manufacturer as desired, for example by engraving.

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



Bright messages

Orgahead offers the LED Wristband suited to the dark winter months or evening hours. Surprisingly bright, with various functions and six different colours, it can be finished with a logo or lettering as a glowing laser engraving. **Soundactive flashing** to the beat or constantly lit, this highlight becomes the perfect advertising medium, ideal for events, festivals or for sporting activities. The colours can be mixed within one order and thus ensure a wonderful light show and a lot of fun.

PSI 46479 • ORGAHEAD Consulting & Trading GmbH
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www.orgahead.com

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Project with heart

A workshop for people with disabilities manufactures heater lighters exclusively for Heri-Rigoni and emotion factory with skilled craftsmanship. Paper rolls are filled with shredded paper and dipped in wax. This creates **sustainable lighters** for the winter fire or the tiled stove. Three pieces are delivered in a climate-neutral paper bag with an individually designed advertising header card. "This project has been very important to my wife and me for years," says Managing Director Armin Rigoni. So far, the couple have sold or given away the lighters around Christmas and brought joy to others. The product can be ordered from stock at short notice.

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



Thoroughly fair

Textildruck-Europa GmbH and Greenbomb (Ethifashion GmbH) want to stand for something positive in this world, to give back as much as possible to the earth. That is why these companies combine fashion with sustainability, **quality and fairness**. Fair wages and working conditions as well as an environmentally friendly production of the collections are a matter of course. This is how fashion that feels good is designed, at fair prices and sensibly made.

PSI 48870 • Textildruck Europa GmbH
Tel +49 345 7702050 • s.schmidt@textildruck-europa.de
www.textildruck-europa.de



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Cross bag

The Cross bag in the colour combination red-black is the perfect mix of backpack and bag, a crossover backpack available from Troika. It can be carried on the back or across the chest, leaving **both hands free**. The Cross bag has two zipped front pockets and side loops, a large main compartment and a secret compartment at the back. The crossover backpack with trendy print and a carrying capacity of up to 15 kilogrammes is made from tarpaulin. The highly durable material is also washable.

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



In the spotlight

Attention can be skilfully **drawn to an eye-catcher** with the Three 60 white LED light from Inspirion. You can choose between continuous light, continuous light with 50 percent light or flashing light modes. In addition, there are two types of attachment: with a magnet or with a suspension eye on the back. Energy is supplied by three AAA batteries which are not included.

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



Double protection

Even in winter, the skin needs protection from extreme sunlight, especially during sport or other outdoor activities. That is where LimeBOX products come in handy because the creams protect the **lips and skin** in equal measure, for example with the combination of SPF20 lip care & SPF 30 sunscreen cream. The practical eye at the fold of the tubes allows them to be attached to clothing or worn around the neck. Personalisation can be done by the supplier as desired.

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Addition to the family

A great variety of colours, a large number of variations, maximum individuality – the new Check from uma, a genuine umaBlackForestPen, leaves nothing to be desired, making it one of the highlights of the new year. Such a **successful model** demands more. And that is why uma has added two new members to the Check family. Until now, the plastic ballpoint pen had been available in eight different versions: The barrel and the clip in opaque matte or transparent frosted, the push button in opaque matte or matte silver, with a chic matte chrome-plated metal tip, and in up to 15 possible colours. New additions are the Check M SI and the Check Frozen M SI. Both feature a silver clip that gives the barrel – whether matte or frosted – a brilliant highlight and blends perfectly with the bright chrome silver tip. uma customers can also adopt the mix 'n' match principle with the Check. All parts of the model can be colour combined as desired.

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Tel +49 7832 7070 • info@uma-pen.com
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Hall 12				



PRELIMINARY LIST BY HALLS OF THE PSI 2020 7 – 9 JANUARY 2020 IN DÜSSELDORF

The following companies present themselves at the PSI show:

HALL 9

PSI No.	Aussteller / Exhibitor	Stand / Booth	PSI No.	Aussteller / Exhibitor	Stand / Booth
47670	Abanicos Jose Blay S.A., Spain	9E09	45042	Burex (Mfg.) Ltd, Ireland	9C53
49500	Acarta GmbH, Germany	9D27	47952	Büyüksoy Bayrak Ve Semsiyi San. Tic. A.S., Turkey	9G01
45448	Aetzkunst GmbH & Co. KG, Germany	9E24	44950	C.I.F.R.A., S.L., Spain	9A48
48751	AFISA Asoc. Fabric. Import SA, Spain	9D01	46643	Caramelos Cerdán S.L., Spain	9F47
	After Work Party, Jan. 7th, 2020 - 6 p.m.		42482	Cartamundi Services NV, Belgium	9B24a
44117	Agackurdu Promosyon Ahsap imalat San. Tic. Ltd. Sti., Turkey	9B48	43811	CDH Computer Division Heinemann GmbH, Germany	9A24
44073	Ahnert GmbH, Germany	9L46c	46851	Classic Line Warenhandels GmbH, Germany	9F50
49591	AMK Group Rekawek, Kondraciuk Sp. J. Artur Rekawek, Konrad Kondraciuk, Poland	9H37	48345	CMA Global Inh. Young Sun Kim, Germany	9G46
43779	Anka Promosyon Ürünleri ve Matbaa Malz. San. Tic. Ltd. Sti, Turkey	9D02	46789	CoMo Europe B.V., The Netherlands	9C27
48309	Manufacturas Arpe, S.L. ARPE, Spain	9E37	47506	Condom Message by Willems Winkels B.V., The Netherlands	9A41
41169	ASS, Spielkartenfabrik Altenburg GmbH ASS Altenburger Spielkarten, Germany	9B24	41421	Coolike-Regnery GmbH, Germany	9B33
43615	Asya Bayrak Reklam Prom. San. Tic. Ltd. Sti., Turkey	9C59	43968	CRUX Sp.j. D.Zajac, P. Wolny, Poland	9C28
49998	Asya Promosyon Bilg. Malz. ve Matbaa San. Tic. Ltd. Sti., Turkey	9D57	43413	Dalvin SAS, France	9C37
49413	AVANT Stoneware Factory Jerzy Bujanowicz, Poland	9F38	43415	Demre Tarim Turzm Tekstil Gıda Ins. Kuyum Bil. Emil. Ith. Ihr. San Tic Ltd Sti, Turkey	9F12
46781	AXXEL Sp. z o.o., Poland	9D24	47097	Disenos NT Diseño y Aplicaciones del No Tejido, S.L., Spain	9H60
48898	b & a Vertriebs GmbH Promokick, Germany	9D19	49048	Doyuk Bilgisayar Teknoloji Promosyon Ürünleri Sanayi Ve Ticaret Limited Sirketi, Turkey	9B34
47411	badge4u Wojciech Pawlowski, Poland	9A37	44886	DreiMeister Spezialitäten Hans Schröder GmbH & Co. KG, Germany	9E48
48060	badgetec® GmbH Namensschilder Systeme, Germany	9E02	49717	DREVOTVAR DRUZSTVO, Czech Republic	9K49
41338	Bären Luftballons GmbH, Germany	9B18	47503	Eco Promo Everything Environmental Ltd, United Kingdom	9E43
45434	Bartl GmbH, Germany	9A44	49947	Ecor GmbH, Germany	9B59
43700	Biova GmbH, Germany	9L46d	48996	ELITA Spółka Jawna Krzysztof Staszalek i Mateusz Staszalek, Poland	9G25
49606	BLACK HILL - Westcoast of Sweden Int. AB, Sweden	9G39	44736	ELITE Srl, Italy	9H46
41435	Böckling GmbH & Co. KG, Germany	9B20	46120	EUPens.com by The Pen Warehouse A division of Tancia Ltd., United Kingdom	9C10
49348	BOOGIE Design, Poland	9B19	47307	Exito Group M. Malczynski R. Badowski Sp.j., Poland	9B01
49547	BOWINGS S.L., Spain	9G60	47960	Feniks Sp. z.o.o., Poland	9H58
46905	Brauns-Heitmann GmbH & Co. KG, Germany	9A33	44196	Ferraris Group Sagl, Switzerland	9F43
43753	breAd & edible labels sro, Czech Republic	9L46b	46874	Cokoladovny Fikar s.r.o., Czech Republic	9A10
48045	B-TOKEN BVBA, Belgium	9F14			



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47964	First Editions Ltd., United Kingdom	9B02	43404	Lifi Rulo ve Levha Sanayii Anonim Sirketi, Turkey	9G38
41002	Alfred Fischer e.K., Germany	9C13	46104	logolini Präsente Fickenschers Backhaus GmbH, Germany	9D43
49421	Formpress AB, Sweden	9E34	44321	Mahlgrad GmbH, Germany	9L46v
41853	Frank Bürsten GmbH Bürstenfabrik, Germany	9D20	43452	Marmara Pak Plastik San. Tic LTD STI, Turkey	9F33
45192	Glasmark Sp. z o.o., Poland	9C58	49315	Marnati S.A.S., Italy	9L46h
45818	Golfvertrieb Hilbrand, Germany	9C17	45721	MASAS METAL AMBALAJ San. Ve. Tic. A.S., Turkey	9E23
46895	Gottschalk B.V., The Netherlands	9D38	43478	Masguant, S.L., Spain	9E10
47197	GPE A. Ardenghi srl, Italy	9E20	49967	MEDIACONCEPT SRL, Romania	9B10
48623	GSE GmbH, Germany PSI GUSTO	9C43 9L46	43444	Edwin Mieg oHG, Germany	9D19
46944	Gutting Pfalznudel GmbH Entwicklung und Herstellung von Logonudeln, Germany	9A19	48364	MIYO MENDIL VE GIDA SANAYI DIS TICARET LTD STI, Turkey	9B43
49342	HanseFlag GmbH, Germany	9A56	44940	RICOLOR® MK-Haushaltswaren Thomas Mayr-Kiessling, Germany	9D37
46612	HELLMA Gastronomie-Service GmbH, Germany	9L46w	49431	MMG Flags MMG Wesolowski Rafal, Poland	9D13
44145	helo ® Heckelmann Holz und Kunststoff GmbH + Co. KG, Germany	9E41	49886	Modern Forms Sp. Z.o.o., Poland	9F24
49978	Herforder Werkstätten GmbH, Germany	9L37	47673	myfitmix GmbH - Sweets&Snacks, Germany	9G59
41118	hoechstmass Balzer GmbH, Germany	9F09	47956	NAV Enterprise LLC AK Cosmos Exports, United States	9D30
46994	Hubbes Verkstad AB, Sweden	ENO2f	49206	New Idea Crafts GmbH, Germany	9C24
45185	IBSI Business Services & Trading Juping Wang e.Kfr., Germany	9E27, 9F46	45981	NOEX spolka z ograniczona odpowiedzialnoscia sp.k., Poland	9B12
45302	ICO JSC, Hungary	9D44	48835	Nomar Maria Skrzypek Nowak, Poland	9E13
43622	Imak Ofset Ltd., Turkey	9G19	80075	Offene Systeme Software! Inhaber Thomas Brecht, Germany	9F08
48746	Intermax d.o.o., Croatia	9G50	43403	Oliver Elm Marketing GmbH, Germany	9F37
48349	GOLD PUZZLE COLLECTION Iskenderler Otomotiv Yed. Par. ve Hed. Esya San. ve Tic. Ltd. Sti., Turkey	9F01	43438	OMETEC S.R.L., Italy	9H45
43992	Italtempo Brindes, Lda, Portugal	9F40	49663	Orakel bvba Dirk Spooren, Belgium	9F20
48357	IVB TransferDruck GmbH, Germany	9E44	47984	Pack Art Bags sp z o.o. spółka komandytowa, Poland	9B51
47696	JAMARA e.K. Manuel Natterer, Germany	9E55	45132	Partyspace Bvba, Belgium	9G49
45898	JAVRO 2 Sp. z o.o., Poland Jobbörse	9B56 9G20a	46454	PDC, Belgium	9F19
48245	JUTEKO GmbH, Germany	9F60	48685	PR Tryck AB, Sweden	9D49
43528	Karat Medien GmbH, Germany	9C42	49893	Printspaul GmbH & Co KG, Germany	9C44
49826	KERNenergie GmbH, Germany	9L46t	48727	Promedya Tanitim Matbaacilik Montaj San. ve Tic. lth/lhr. Ltd. Sti., Turkey	9C02
49972	Keskin Color Kartpostalcilik A.S., Turkey	9E33	43448	PROMOLIFE PROMOSYON ÜRÜNLERİ SAN. ve TIC. LTD STI, Turkey	9D34
47732	PHU KODER II S.C. Leokadia i Waldemar Sikora, Poland	9C34		PSI Helpdesk	Mall. Halle/Hall 9
49205	Kolor-Plusz Plush Toy Factory, Poland	9C41		PSI Hospitality Counter	Mall. Halle/Hall 9
47203	Krüger & Gregoriades Im- + Export GmbH, Germany	9D60		PSI Members Only Lounge	9G20/9G20a
47361	Lainas Products S.A. Promotional paper products, Greece	9D56		PSI Members Only Lounge Café	9G20
49872	Landgarten GmbH & Co. KG, Austria	9H49		PSI Members Only Lounge Forum	9G20
48924	LÄTZ FÄTZ - Baby-Werbeartikel Inh. Silke Strelow, Germany	9E54		PSI Jobbörse	9G20a
				PSI CrossMedia Services / PSI Journal	9G20
				PSI matchmaking Lounge	9G20a
				PSI Membership	9G20a
				PSI Novelty Box	9G20
				PSI Product Finder	9G20a
				PSI Sourcing Team	9G20a
			43468	P-Stash GmbH, Germany	9L46g
			43053	Pustefix GmbH, Germany	9D19
			48954	Pusula Basim Pusula Cizgi Alti Basim San. Ve Tic. LTD. STI., Turkey	9B44

PSI No.	Aussteller / Exhibitor	Stand / Booth
47964	First Editions Ltd., United Kingdom	9B02
44741	RASTER R. Nowak i S-ka S.J., Poland	9A38
48273	Retap ApS, Denmark	9D09
47430	RO-WE SNC DI Brusaterra Roberto & C., Italy	9E19
47489	Safe Pocket® Ad-corner S.A., Luxembourg	9C54
49976	Safe Reflector Ltd, Lithuania	9G15
43809	Sahinler Tic Ltd. Sti., Turkey	9B35
47331	SC VANESICA FRESH SRL, Romania	9C07
47541	Rudolf Schaffer Collection GmbH & Co.KG, Germany	9A20
40785	Schreiner Coburg GmbH, Germany	9C56
43287	Schwan-STABILO Promotion Products GmbH & Co. KG, Germany	9L55
	After Work Party	Halle 9
44885	Heinrich Sieber + Co. GmbH + Co. KG Fabrizio World of Bags, Germany	9C55
49099	SIGG Switzerland Bottles AG, Switzerland	9A34
46405	SIPLAST Siegerländer Plastik GmbH, Germany	9D48
44866	Sizzpack Julian Bendel, Germany	9D16
49070	SLM srl Magic Cup & Promotion, Italy	9C23
46325	SLODKIE UPOMINKI SPÓLKA Z OGRANICZONA ODPOWIEDZIALNOSCIA Sp. K., Poland	9B38
47104	Softreflector LLC, Estonia	9D14
47677	Sopp Industrie GmbH, Germany Sourcing City, United Kingdom	9L45 9K38
49286	Stainer Schriften und Siebdruck GmbH & Co. KG Print Tattoo, Austria	9E39
44818	Step Yazim Gerecleri Ve Kalip Sanayi Ticaret Limited Sirketi, Turkey	9C48
45341	Stereo Holland-Gebäck GmbH & Co. KG - Schokotaler -, Germany	9D10
45280	Stiefelmayer-Contento GmbH & Co. KG, Germany	9G55
49820	STP Stone Paper Products GmbH, Germany	9B39
43817	TechnoTrade Import-Export GmbH, Germany	9K55
48418	TGL Poland sp. z.o.o. Ted Gifted Lanyards, Poland	9A35
47879	Teko Tryck AB, Sweden	9E34
46304	The Brand Company, S.L., Spain	9G37

PSI No.	Aussteller / Exhibitor	Stand / Booth
45136	THYS NV, Belgium	9G45
46832	FABRYKA KART Fabryka Kart TREFL Krakow Sp. z o.o., Poland	9E38
49563	Trendy Sport GmbH & Co.KG, Germany	9D59
48398	Tryumf sp. z o.o., Poland	9D23
43722	TÜRMAK MAKINA SAN. VE TIC.A.S., Turkey	9E47
47548	Uniform Accessoires Bohemia, s.r.o., Czech Republic	9B47
49830	Vidrios Recicladados San Miguel SLL, Spain	9F23
47555	Vim Solution GmbH, Germany	9A60
46622	Viva-Plus II Firma Handlowa Joanna Kowalczyk, Poland	9G33
44685	WAGUS GmbH, Germany	9A43
44295	walther design GmbH & Co. KG, Germany	9H38
43762	waterdrop microdrink GmbH, Austria	9L46f
48508	wellnuss Premium Snacks GmbH, Germany	9L46e
49909	WM Sport® Inh. Wolfgang Mackewicz, Germany	9C38
43840	Zirve Grup Elektronik Reklam San. ve Tic Ltd. Sti, Turkey	9D33

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HALL 10

PSI No.	Aussteller / Exhibitor	Stand / Booth
	A4 Grafik Matb. Yay Rek. Bilg. hiz Ltd. Sti., Turkey	10C30
43712	Acargrup Pazarlama Dis. Tic. AS, Turkey	10H46
44151	ADA Kupa Seramik Ic. Dis. Ticaret Limited Sirketi, Turkey	10D26
49601	Adore s.r.o., Czech Republic	10K37
43401	Altadif International SARL, France	10H18
45793	AMT Alumetall Gießtechnik GmbH, Germany	10M48
43790	A&R TOWEL AND BATHROBES BV, The Netherlands arcus design & verlag oHG Druckmarkt, Germany	10F57 10F24 PSI Media Lounge
44116	Arin Promosyon Sanayi Ticaret Ltd. Sirketi, Turkey	10D03
48941	Arnulf Betzold GmbH, Germany	10C18
46148	ATUT & PRIMAR s.c Golab, Rackiewicz, Poland	10L60
44519	B.W.S. SPRL, Belgium	10K66
49425	BELGO SWEET SPRL, Belgium	10L69
47646	BergHOFF Worldwide N.V., Belgium	10F51
46839	Bio Laboratories Ltd., United Kingdom	10K23
44120	Sport Böckmann GmbH Ihr Partner für Sport und Freizeit, Germany	10K32
90040	Botanical PaperWorks Inc., Canada	10L37
45767	Bottle Promotions a Tacx International Company, The Netherlands	10K54
49129	Brandcharger B.V., The Netherlands	10D58
48383	BSC SPA, Italy	10F13
47672	Bulb-Bottles-Innique AG, Switzerland	10L14
46531	Businessball B.V., The Netherlands BusinessPartner PBS by Verlag Chmielorz GmbH, Germany	10D53 10F24 PSI Media Lounge
49153	Calverley, United Kingdom	10G55
49660	Capira Sp. Z o.o. Sp. Komandytowa, Poland	10D17
43538	Carlobolaget AB, Sweden	10H58
49968	CASPI GRUP MATBAA PROM ve End Mutfak Mlz San tic ltd Sti, Turkey	10G28
43412	CHOCOLATE STORY Mitota Bow, The Netherlands	10F42c
48316	CHOCOLISSIMO by MM Brown Deutschland GmbH, Germany	10M24
48748	Claymore Willemen Koffers B.V., The Netherlands	10H22
49780	colordruck Baiersbronn W. Mack GmbH & Co. KG, Germany	10H02
46835	Concert-Merchandising GmbH, Germany	10L29
49112	Consilio Jakub Michalski, Poland	10L05
43694	Correctbook - Sam van Tol, The Netherlands	10G46
45939	Corthogreen bv Greengifts & Seedproducts, The Netherlands	10K06
45183	Damari Werbetaam GmbH, Switzerland	10F42g

PSI No.	Aussteller / Exhibitor	Stand / Booth
46527	DBP Plastics NV, Belgium	10L12
43851	Demat Ajanda Matbaa Ve Kirtasiye Ürünleri Sanayi Ticaret Limited Sirketi, Turkey	10H31
40723	DOM POLYMER-TECHNIK GMBH, Germany	10C39
41752	doppler + Knirps H. Würflingsdobler GmbH, Germany	10L40, 10M43
46897	Dosenspezialist GmbH, Germany	10K21
45720	DREAMPEN BALL-POINT PENS PRODUCER, Poland Dr. Harnisch Verlags GmbH dedica, Germany	10F67 10F24 PSI Media Lounge
49857	drinkitnow GmbH, Germany	10H01
49982	Edition Michael Fischer GmbH - EMF Verlag, Germany Eisma Businessmedia bv Sign+, The Netherlands	10L63 10F24 PSI Media Lounge
44127	Elektronica SM-Handels GmbH, Germany	10F60
49081	entrada Fußmatten GmbH, Germany	10K30
49118	Eurobottle B.V., The Netherlands	10F73
49245	Euronatal LDA, Portugal	10F61
44016	EXPORTCAVE S.L, Spain	10K62
47094	Extrapack OOD, Bulgaria	10D23
43889	Feel Green GmbH, Austria	10G54
43421	Fenix GmbH, Germany	10K68
48519	Finardi Milena SRL, Italy	10M62
43966	FIRE-FLOW Vertriebs- & Marketing GmbH, Germany	10G08
48178	Gasienica pl s.c., Poland	10F18
48691	GC Footwear GmbH, Germany GF MAG 62 rue Maurice Thorez, France	10L22 10F24 PSI Media Lounge
	GIFT Review GIFT Review, Russia	10F24 PSI Media Lounge
	GJC International Sp. z o.o. sp. k. Gifts Journal, Poland	10F24 PSI Media Lounge
43490	Gingko Electronics Ltd, United Kingdom	10G47
45829	Goldstar Europe National Design Europe Promotional Products Limited, Ireland	10M11
42351	Gollnest & Kiesel GmbH & Co. KG, Germany	10D05
43926	Good Life Books & Media GmbH, Germany	10H45
49095	GPS Spa, Italy	10M44
43409	Gullers Trading AB, Sweden	10D32
49300	Hannes Schmitz Bio-Button KG, Austria	10D01
49932	Harman Consumer Nederlande B.V., The Netherlands	10D65
44294	Hermann Flörke GmbH, Germany Het Portaal PromZ Vak, PromZ, Promo Biss, The Netherlands	10G11 10F24 PSI Media Lounge
45973	Hörsteler Interior Design GmbH, Germany	10G63
46478	Hultafors Group Germany GmbH, Germany	10F16

PSI No.	Aussteller / Exhibitor	Stand / Booth	PSI No.	Aussteller / Exhibitor	Stand / Booth
47349	Hypon B.V., The Netherlands	10F66	40823	Klio-Eterna Schreibgeräte GmbH & Co KG, Germany	10F27
49482	i4 d.o.o. Grega Piskur, Slovenia	10M71	41614	KM ZÜNDHOLZ INTERNATIONAL Karl Müller GmbH, Germany	10M02
45185	IBSI Business Services & Trading Juping Wang e.Kfr., Germany	10G34	44071	Könitz Porzellan GmbH, Germany	10C08
45193	ID-Sneakers BrandYourShoes SL, Spain	10H10	41565	KP Plattner GmbH, Austria	10M23
48770	Ilpen Kalemçilik Plas. San. Tic. Ltd. Sti., Turkey	10C30	45142	Kroma Nederland Wim Valstar, The Netherlands	10F55
44740	Impliva B.V., The Netherlands	10H71	49411	KW Open promotion consulting & trading GmbH, Austria	10K55
41727	INTERALL GROUP B.V., The Netherlands	10C66	42959	Le Creuset GmbH, Germany	10C64
49168	INTERDRUK SA, Poland	10L01	43497	Leatherman Europe GmbH, Germany	10L11
43540	Intraco Trading bv, The Netherlands	10F41	42438	Lediberg GmbH, Germany	10H29
45720	INVAME original car perfumes, Poland	10F67	49326	LEGRA Sp. z.o.o., Poland	10K12
46272	Invento Products & Services GmbH, Germany	10M49	49438	Lema Krzysztof Jan Buszko, Poland	10L68
44613	IssueTissue® IssueTissue bv, The Netherlands Istanbul Chamber of Commerce, Turkey	10F70 10C30	46175	LEUCHTTURM ALBENVERLAG GMBH & CO. KG, Germany	10H12
49996	JOI Ltd., United Kingdom	10M10	45457	Lexon SAS, France	10C45
49940	Join The Pipe BV, The Netherlands	10D64	48956	LimeBOX Joanna Suchecka-Lipka, Poland Lindenhaus Verlagsgesellschaft mbH & Co. KG creativ verpacken, Germany	10L62 10F24
41990	Joytex GmbH & Co. KG, Germany	10C70			PSI Media Lounge
49132	Kahla/Thüringen Porzellan GmbH, Germany	10H03	47965	Listawood AT Promotions Ltd., United Kingdom	10M66
49956	Kalenderteam 365 GmbH, Germany	10F45	43643	Litek - Metall Stickers Ltd., Russia	10G33
49153	KeySmart, United Kingdom	10G55	49756	Living Bytes GmbH Die Markenvertretung, Germany	10M65
49319	Klaus Stephan GmbH, Germany	10M16			
43358	KLEEN-TEX INDUSTRIES GMBH, Austria	10L48			

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49985	Logicca Ltd., Serbia	10M41	46376	J.G. Niederegger GmbH & Co. KG, Germany	10D08
47266	LogoObstFactory.com by Media Service Grulms Inh. Stefan Grulms e.K., Germany	10D19	46403	NOTEDECO Spółka z ograniczona odpowiedzialnoscia Spółka Komandytowa, Poland	10H11
	656 Editions CTCO Trade Show, France	10F24 PSI Media Lounge	43341	OLEFFE Editions S.A., Belgium	10M38
47854	MAGLITE, Germany	10G59	49195	OLEHATS SL, Spain OOH magazine Sp. z oo OOH Magazine, Poland	10D07 10F24 PSI Media Lounge
46729	Maiback GmbH, Germany	10C64	49153	Orbitkey, United Kingdom	10G55
48283	Maikii s.r.l., Italy	10F13	47101	Orcas Customized Products GmbH & Co. KG, Germany	10H42
47096	Makito Promotional Products CATAL IMPORTACIONES S.L., Spain	10C51, 10C71	49791	Özen Promosyon ve Reklam San. Tic. Ltd. Sti., Turkey	10D52
42884	M.A.P.S. GmbH Mach Art Promotion Service, Germany marketing-BÖRSE GmbH marketing-BÖRSE, Germany	10C53 10F24 PSI Media Lounge	44057	P.P.H.U LEZAKOWO SZEWCZYK KRZYSZTOF, Poland	10G37
49572	MAVIYEL AMBALAJ TEKSTIL SAN. VE TIC. AS., Turkey	10D20	43993	Paper Fantasies UAB, Lithuania	10K18
46457	MAXEMA s.r.l., Italy	10C25	48500	PEUGEOT SAVEURS DEUTSCHLAND GMBH, Germany	10C64
46503	MAXIM Ceramics GmbH, Germany	10M61	46925	Pins & mehr GmbH & Co. KG, Germany	10K42
47483	MAXX Factory GmbH, Germany PSI Media Lounge Meisenbach GmbH Verlag textile network, Germany	10F08 10F24 10F24 PSI Media Lounge	49515	Pixika Deutschland GmbH, Germany	10F23
49153	memobottle, United Kingdom	10G55	60009	Plastdiversity, LDA, Portugal	10G01
43618	Metal Silver and Golden Industries Co. Ltd., Saudi Arabia	10L61	40637	Plastoria S.A., Belgium	10C46
41680	METRICA SPA, Italy	10G03	49402	Polskie Karty sp. z.o.o., Poland	10M25
43921	Microcarton Ambalaj Dis Ticaret Ltd. St., Turkey	10L36	46596	POLYCLEAN International GmbH, Germany Pop Up Media Srl Promotion Magazine, Italy	10L58 10F24 PSI Media Lounge
43814	Micromedia BV, The Netherlands	10D61	43755	PopSockets EMEA Oy, Finland	10F19
40641	midocean Mid Ocean Brands B.V., The Netherlands	10L28	42713	Poul Willumsen A/S, Denmark	10H08
49997	MIZU Europe BV, The Netherlands	10F71	49175	Premier Group sp. z.o.o, Poland	10G15
45137	Modes Etiket ve Promosyon Hed. Esya. San. Tic. Ltd. Sti., Turkey	10G16	49368	Pretty Arts Import and Export Company Ltd, United Kingdom	10G18
43127	Monoflo Produktions GmbH + Co. KG, Germany	10G36	43683	Princess Sportsgear & Traveller BV, The Netherlands	10F12
48393	More Kagit San. Ve Tic. Ltd. Sti., Turkey	10C30	42580	Product Media Group Special Things BVBA, Belgium	10M58
48471	MrDISC c/o Digistor Deutschland GmbH, Germany	10M29	46355	Promidata Deutschland GmbH, Germany	10D68
47776	MSW Lasertechnik GmbH, Germany	10D30	60007	Promocesa Tanitim Ürünleri Organizasyon San Ve Tic Ltd Sti, Turkey	10C30
47774	Müller Werbemittel GbR Andreas & Matthias Müller, Germany	10M01	60008	Promoklas Reklam Sanayi AS, Turkey	10C30
45974	Multiflower GmbH, Germany	10C12	49109	Promopremiums B.V, The Netherlands	10K38
43933	Munito GmbH, Germany	10H07	44722	PROMOTION PETS GmbH, Germany	10C02
44146	MyDoli UG (haftungsbeschränkt), Germany	10H41	43940	PromoTron Solutions a.s., Czech Republic PSI Sustainability Awards PSI VIP Lounge	10M33 10H23 Konferenzzone Halle 10
43849	Mypromo Service GmbH, Germany	10C76	49831	Pubblipel Ricciarelli SNC, Italy	10H33
49462	Nastrotecnica SRL, Italy	10D24	49560	Publik d.o.o., Serbia	10H70
49937	NEOLID SAS, France	10H39	49331	R3D, LDA, Portugal	10L24
49191	New Free Look LS d.o.o., Serbia	10G51	90039	Ravensden Plc, United Kingdom	10G52
			43474	Recom d.o.o., Croatia SerGraf Grupo Editorial, S.L. Rd magazine, Spain	10H38 10F24 PSI Media Lounge
			42130	Regine IQtrim GmbH, Germany	10M57
			47182	Reisenthal Accessoires GmbH & Co. KG, Germany	10F59
			49585	Roll'eat MARCADIFERENCIA S.L., Spain	10D11

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PSI No.	Aussteller / Exhibitor	Stand / Booth
43424	RPT Reklam ve Promosyon Hi2 Paz San Tic Ltd. Sti, Turkey	10G17
43841	SAHIL INTERNATIONAL SIA, Latvia	10L38
48094	SCX DESIGN SA, France	10H43
49961	SecuFerro B.V. WebcamCovers, The Netherlands	10L52
41838	SENATOR GmbH, Germany	10H59
43527	Simply Best GmbH, Germany	10L21
47854	SK GmbH & CO KG, Germany	10G59
46518	SOLARES Ith. ve Ihr. San. Tic. A.S., Turkey	10L45
47019	SPÓLNOTA - Drzewna Spółdzielnia Pracy, Poland	10M53
41462	Spranz GmbH, Germany	10F02, 10F07
45328	Stilolinea Srl, Italy onderdeel van Virtumedia B.V Stitch & Print International, The Netherlands	10F20 10F24 PSI Media Lounge
43512	SYMBIO MEDIA GROUP Sp. z o.o., Poland	10G50
43581	Tabacco d.o.o., Croatia	10C11
41647	Tengler Match eine Abteilung der Tengler Druck GmbH, Germany	10M72
43407	testme GmbH, Germany	10F42a
49672	Textildruckerei Lunzenau GmbH, Germany	10M54
43720	Texpro Solutions Sp. Z o.o., Poland	10L32
41875	TFA DOSTMANN GMBH & CO. KG, Germany	10M28
43609	The Lazy Dog & Co. Inc., United States	10L17
49837	Thumbs Up GmbH, Germany	10F42b
48780	Tiffo B.V., The Netherlands	10D66
49153	Tile, United Kingdom	10G55
45780	TITAN Hamburg GmbH, Germany	10M18a
43963	TOP-2 Fabryka Chusteczek S.A., Poland	10M14
48880	Tramontina Germany GmbH, Germany	10C64
46108	travelite GmbH + Co. KG, Germany	10M18
44970	TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH), Germany	10M17
40846	Heinz Tröber GmbH & Co. KG, Germany	10F01
50289	Verlagshaus Gruber GmbH TVP Textilveredlung & Promotion, Germany	10F24 PSI Media Lounge
47167	Ufuk Tanitim Ltd. Sti., Turkey	10C30
43533	Unique Art Germany GmbH & Co. KG, Germany	10M27
43782	unoferrum UG, Germany	10G05
45173	UTAL Sp. z.o.o., Poland	10K48
60010	Venter-Glocken GmbH, Germany	10F42m
49699	VINGA OF SWEDEN AB, Sweden	10H66
49823	Vonmählen GmbH, Germany	10F50
41594	Walz GmbH & Co.KG, Germany	10G23

PSI No.	Aussteller / Exhibitor	Stand / Booth
	Weinbrenner GmbH & Co. KG - bit-Verlag boss, Germany	10F24 PSI Media Lounge
42955	WIL Langenberg GmbH, Germany	10H28
45180	WIRMACHENDRUCK GmbH, Germany	10C20
49622	Wunderle Heike Bringemeier e.K., Germany	10G48
49918	Xapron B.V., The Netherlands	10D54
42772	XINDAO B.V., The Netherlands	10H68, 10H72
44036	X-Pen International Ltd., Israel	10L51
48603	Yoncahes Kagit Ürünleri Ambalaj San. ve Tic. Ltd. Sti., Turkey	10H56
43506	ZirbenFamilie Vertriebs GmbH, Austria	10K07
47517	Zuckersucht GmbH, Germany	10C01

Orientation plan:



HALL 11

PSI No.	Aussteller / Exhibitor	Stand / Booth
49009	12M Alicja Wasowska, Poland	11H51
49347	Adapt Marketing (Pty) Ltd - ADAPT Anthony Driman, South Africa	11G14
43999	ADOMA GmbH Kunststoff- und Metallverarbeitung, Germany	11L74
43519	Alfred Ritter GmbH & Co. KG, Germany	11A04
47574	HEGA PROMOTIONS HEGA HOGAR - ALJUAN S.L., Spain	11K15
49171	Allers Grupa sp. z.o.o. Lanyard.pro- Lanyard factory, Poland	11H19
45590	aloga gmbh, Germany	11C33
43442	Alpha paper packSp. z.o.o., Poland	11L24
49719	AMGS Group Sp. z.o.o. Sp. K., Poland	11A38
45753	Anda Present Ltd., Hungary	11K06
43549	ArtForFans, Jan Bagin, Czech Republic	11M34
49556	Asgard Sp. z.o.o., Poland	11F39
47980	Audio Protect AG, Switzerland	11D36
46204	Axpol Trading Sp. z.o.o. Sp.k., Poland	11K31
43980	BAS Produktions- und Handels- GmbH, Germany	11L33
49190	PPH Batkiewicz Sp.J. M.J.G.S. Batkiewicz, Poland	11H14
43602	Bauer GmbH Bandweberei, Germany	11K24
43440	BedruckteFles BV Bedruckte Flasche, The Netherlands	11L49
49079	Bierdeckel Scout, Germany	11K69
43543	Bike Citizens Mobile Solutions GmbH, Austria	11K18
90045	B-LOONY Ltd, United Kingdom	11M45
43627	BO-Cosmetic GmbH, Germany	11K16
48718	BOHEMIA SPORT, spol. s r.o., Czech Republic	11E45
48043	Boogaard Textiles B.V., The Netherlands	11F44
43594	Boxiland GmbH, Germany	11M31
49841	brandident Vertrieb & Produktions GmbH, Germany	11M56
45956	burger pen AG, Switzerland	11D54
49471	CADOA SAS, France	11K34
45140	Carry Products GmbH, Germany	11E63
49854	Cerve S.P.A., Italy	11H13
44191	Charging Phone SAS, France	11A36
43881	chic.mic GmbH, Germany	11L40
90042	CHX Products Ltd., United Kingdom	11L46
40511	Clipper B.V., The Netherlands	11D09
44920	CURLY & SMOOTH Handels GmbH ZAP-IT, Germany	11E46
41734	Giuseppe Di Natale S.p.A. Arti Grafiche Cartotecnica, Italy	11K65
43595	die Blechfabrik e.K., Hans- Heinrich Mückenheim, Germany	11L60

PSI No.	Aussteller / Exhibitor	Stand / Booth
46376	J.G. Niederegger GmbH & Co. KG, Germany	10D08
49090	Die Stadtgärtner Inh. Derk Niemeijer, Germany	11L73
49986	Dimar Tecnoprint S.r.l., Italy	11E01
90029	Disrupt Sports Ltd, United Kingdom	11L48
43868	Earebel GmbH, Germany	11M59
47300	Easy Gifts GmbH, Germany	11K25
43788	Easy Orange BV, The Netherlands	11A02
49467	Einkaufswagenlöser.de PiNkey AG, Germany	11E31
41369	elasto form KG, Germany	11F64
47306	emco Bautechnik GmbH, Germany	11K72
49704	European Sourcing Sarl, France	11H26
43560	faco iMedia group GmbH, Germany	11L64
43562	Feelino GmbH, Germany	11L32
47123	fides Druck und Medien GmbH, Germany	11H16
44697	fleQs promotional products BV, The Netherlands	11A03
43641	Fragrans Michal Stolarczyk, Poland	11L30
43743	S.A. FromScratch N.V., Belgium	11E39
46154	Hugo Frosch GmbH, Germany	11L39
46428	GALKO d.o.o., Croatia	11B48
43449	GARZINI BVBA, Belgium	11L37
43860	GEBAS GmbH Gastronomie- und Eisbedarf, Germany	11K23

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48575	Geoman Bulgaria Ltd Kaliman Mechkarov, Bulgaria	11C45	43432	Laxon, Germany	11M36
43697	Gerd Koch Konzept & Handels GmbH, Germany	11K30	44323	Ledlenser GmbH & Co KG, Germany	11D38
47324	Get Impressed srl, Italy	11F45	49644	LEONARDO - glaskoch B. Koch jr. GmbH + Co. KG, Germany	11K39
49657	Gewolix GmbH, Germany	11B26	47741	LGP GEM LTD., United States	11B46
43492	Gifts with Impact V.O.F., The Netherlands	11K28	43487	LOVI LTD, Finland	11K41
45737	Giving Europe B.V., The Netherlands	11K05	43569	Lumento GmbH, Germany	11M28
49420	GOBILAB SAS, France	11E29	40909	MACMA Werbeartikel OHG Import-Export, Germany	11F57
43854	Good Game Advisors GmbH, Germany	11L31	44833	Mahlwerck Porzellan GmbH, Germany	11F34
47265	GRASPO CZ, a.s., Czech Republic	11K27	40755	Marbo-Werbung Norbert Bokel GmbH, Germany	11F06
90034	Grayson Group Limited T/A Sow Easy, United Kingdom	11L50	49006	Mart Spolka z ograniczona odpowiedzialnoscia Sp.k., Poland	11G02
48277	Green Earth Products Helga Nederhoed, The Netherlands	11A30	49181	MART'S BAGS Martyna Konowrocka, Poland	11C43
43552	Greengiving BV, The Netherlands	11M52	41836	meterex Karl Kuntze (GmbH & Co.), Germany	11D67
42765	HAPPY bvba, Belgium	11A16	41581	michel toys Handels-GmbH, Germany	11A24
44954	happyROSS GmbH, Germany	11A28	40641	midocean Mid Ocean Brands B.V., The Netherlands	11K55
43587	HAT S.C. AHolz, T.Holz, Poland	11M74	43439	Miiego ApS, Denmark	11L34
41583	HEPLA-Kunststofftechnik GmbH & Co KG, Germany	11C01	43410	Mister Bags GmbH, Germany	11F31
49016	Heylblau GmbH, Germany	11C15	47798	MKM media Verlags- und Medienproduktionsges. mbH & Co. KG, Germany	11F50
43529	höfats GmbH, Germany	11M26	43924	Mokey Decoration Artikles Inh. Moritz Mack, Germany	11M32
42567	i.p.a. cosmetics GmbH, Germany	11D02	43865	MultiMarketing v/ Palle Ostergaard, Denmark	11E32
47022	Idee & Design GmbH & Co. KG, Germany	11F14	43498	Neue Technologien Neugärtner und Partner GmbH, Germany	11L54
43806	Impact Emotion SARL, France	11K22	43423	No Crumbs GmbH, Germany	11E59
43000	IMTC Manufacturing & Trade GmbH The Pad Company, Germany	11A42	46666	Orchard Melamine Products Ltd., United Kingdom	11L45
47358	Indula GmbH, Germany	11K42	43499	OSB Sport begeistert GmbH, Germany	11L28
49880	Inkcups Europe - Inkcups Corporation, Germany	11K01	47378	Paper+Design GmbH tabletop, Germany	11C19
42907	Inspirion GmbH, Germany	11D14		Parcel Service powered by QTRADO Logistics	11D59
44894	Intermed Asia Ltd., The Netherlands	11G32	45999	PASSATGUMMI Schreven GmbH & Co. KG, Germany	11G70a
	PSI International Partners	11D41	47678	Paul Stricker, SA, Portugal	11F25, 11F26
	IPPAG Cooperative International Partnership For Premiums And Gifts, Switzerland	11D41	49706	Phicogis Europe Sarl, France	11E61
44968	I.T.-GRAF d.o.o., Croatia	11F53	41690	Philipp Holle KG Papierverarbeitung und Werbeartikel, Germany	11F01
49346	Jaguar Tomasz Chwilowicz, Poland	11G45	43488	Plastoreg Smidt GmbH, Germany	11M60
49524	Jähn Handels GmbH & Co. KG Uwe & Michael Jähn, Germany	11F65	43406	Polipromotion, S.A., Portugal	11E65
48826	KalenderRiese by PROMOPORTAL GmbH, Germany	11D60	90044	Pop-up Banners Ltd., United Kingdom	11B16
42706	Kalfany Süße Werbung GmbH & Co. KG, Germany	11D32	49310	Portica GmbH, Germany	11K40
41794	Karl Knauer KG Verpackungen, Werbemittel, Präsentverpackungen, Germany	11D46	43713	Premsons Plastics Private Limited, United Arab Emirates	11A29
47270	Kerler GmbH, Germany	11G56	43459	PRIMA IP d.o.o., Slovenia	11E64
49592	Ernst Klever GmbH, Germany	11E48	43489	Promic B.V., The Netherlands	11F10
43986	Klingel - Manufaktur Matthias Lange Ihn. Matthias Lange, Germany	11M61	46124	PromoNotes Sp. z o.o., Poland	11D26
49649	KNETÄ® Lisa Stein, Germany	11K29	43739	PS Concepts GmbH, Germany	11D45
43558	Kolter GmbH, Germany	11M67		PSI Product Presentations	Halle 11
43559	KUB Beheer B.V., The Netherlands	11M68		PSI Start-up Consulting Area	11D64
			80068	QTRADO Logistics GmbH & Co. KG, Germany	11D59
			48301	Recycle Bags (By SL Lederwaren BV), The Netherlands	11K35
			43507	Reichweite GmbH, Germany	11M63
			48510	Reiter Polska Sp. z. o.o., Poland	11K38

PSI No.	Aussteller / Exhibitor	Stand / Booth
40884	Richartz GmbH, Germany	11K59
44508	Ritter-Pen GmbH, Germany	11D63
47847	Rösler Ceramtec GmbH, Germany	11H32
43714	Römer Lifestyle Rominox GmbH, Germany	11L68
43526	Valigeria Roncato Spa, Italy	11K02
43575	Deutsch, Rubers, Oberdiek GbR, Germany	11M33
49768	SANDINI GmbH, Germany	11A21
46903	Schäfer Promotion GmbH, Germany	11H37
48834	SDI gifts s.r.o., Czech Republic	11K32
47258	SELECT MARKETING PVT. LTD., India	11B04
43684	Simplifiers IVS, Denmark	11M22
43807	SIPEC S.P.A., Italy	11H40, 11K43
43807	DEMI, Italy	11H40
43555	Snips SRL, Italy	11K11
44010	Softybag AB, Sweden	11D58
43465	Söllner, Radtke, Krieg GbR, Germany	11G03
46379	Sport und Werbemittelvertrieb Ingo Martin, Germany	11C39
42183	STANDARDGRAPH Zeichentechnik GmbH, Germany	11E23
43556	STOCKLOTS Dominik Malysa, Poland	11B38
48447	SUITSUIT International BV, The Netherlands	11K44
43458	Susino Germany GmbH, Germany	11B01
41032	Suthor Papierverarbeitung GmbH & Co KG, Germany	11G70
44998	Sweetware GmbH & Co. KG, Germany	11F70
44574	Take2-Design GmbH & Co. KG, Germany	11C07
49042	Talat Matbaacilik ve Deri Mamulleri Ticaret As. Fabio Ricci, Turkey	11F61
48418	TGL Poland sp. z.o.o. Ted Gifted Lanyards, Poland	11D70
47525	Telco Accessories b.v., The Netherlands	11C06
42735	TEN-PACK GmbH, Germany	11C47
48161	Tessloff Medienvertrieb GmbH & Co. KG, Germany	11G52
47317	tobra GmbH & Co. KG, Germany	11F52
43460	Today Advertising SRL, Romania	11H53
43723	ToM-PaR Jerzy Rutkowski, Poland	11C04
49180	J.H. Tönnes GmbH, Germany	11B20
46311	TROIKA Germany GmbH, Germany	11F69
43590	Tüpfelchen GmbH, Germany	11K21
49994	UMBRA design d.o.o., Croatia	11K45
47527	Erich Utsch AG Kennzeichnungs- und Registrierungs-Systeme, Germany	11G51
43535	Viaduct GmbH, Germany	11M39
43829	Vicbag SAS, France	11H36
41801	Paul A. Henckels Nachf. GmbH & Co. KG VICTORINOX, Germany	11D29a

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PSI No.	Aussteller / Exhibitor	Stand / Booth
44281	VICTORINOX AG, Switzerland	11C29, 11D29
43603	Wally and Whiz ApS, Denmark	11M24
48078	Wera Werkzeuge GmbH, Germany	11H31
49362	Westerwald - Brauerei H. Schneider GmbH & Co. KG, Germany	11H41
43548	Zogi Europe GmbH, Germany	11D17
47395	ZWILLING J. A. Henckels Deutschland GmbH, Germany	11F12

HALL 12

PSI No.	Aussteller / Exhibitor	Stand / Booth
	PromoTex Expo Catwalk	12N23
47376	CosmoShop GmbH Shopsoftware, Germany	12H01
42819	Gustav Daiber GmbH, Germany	12D20
48449	Der Zuckerbäcker GmbH, Germany	12G34
43144	FARE - Guenther Fassbender GmbH, Germany	12D20
47463	FrancoS GmbH Image-Cosmetics & More, Germany	12G02
45666	Halfar System GmbH Rucksäcke und Taschen, Germany	12D20
41545	JUNG since 1828 GmbH & Co. KG, Germany	12D29
46131	KHK GmbH, Germany	12G37
47406	koziol »ideas for friends GmbH, Germany	12D34
49707	Loop Nation Inh. Manuel Ferrai, Austria	12B28
48871	Marker Print Ltd, Bulgaria	12G30
42020	mbw® Vertriebsges. mbH, Germany	12D20
46708	moynd GmbH, Germany	12K01
41816	Nestler-matho GmbH & Co. KG, Germany	12D02
	PromoTex Expo Boulevard	Halle 12
	PromoTex Expo Café	12N59
	PromoTex Expo matchmaking Lounge	12N59
42487	REFLECTS GmbH, Germany	12B01, 12D17
48847	Samsonite GmbH, Germany	12B19
49025	Porzellanfabriken Christian Seltmann GmbH, Germany	12B32
45567	SND PorzellanManufaktur GmbH, Germany	12D20
41108	STAEDTLER Mars GmbH & Co. KG, Germany	12G37
49382	Studio 55 International GbR Frank Brix, Marcin Szczerba, Germany	12D01
	PromoTex Expo Textile Campus	12N59
40717	Toppoint B.V., The Netherlands	12G18
41848	uma Schreibgeräte Ullmann GmbH, Germany	12B34

Orientation plan:



HALL 13

PSI No.	Aussteller / Exhibitor	Stand / Booth
	Barber Shop	13H51
	Charlie's Corner Taublieb Consulting, United States	13H51
	Forum 13	13D13
	Forum Corel & Adobe	13M49
	Jobbörse, Germany	13H51
	Mach dein Shirt	13O39
	PromoTex Expo / viscom Media Lounge	13K79
	Nations Wrap Cup	13D61- 13D62
	PromoTex Expo/viscom Media Lounge	13K79
	PromoTex Expo/viscom Helpdesk	13O03
	Viscom Stammtisch	13H51
	Straße der Entdecker	Halle 13
	viscom Café	13H51
	viscom Helpdes	13A37
	viscom matchmaking Lounge	13H51
	viscom VIP Lounge	13H51
	viscom Werkstatt	13H51

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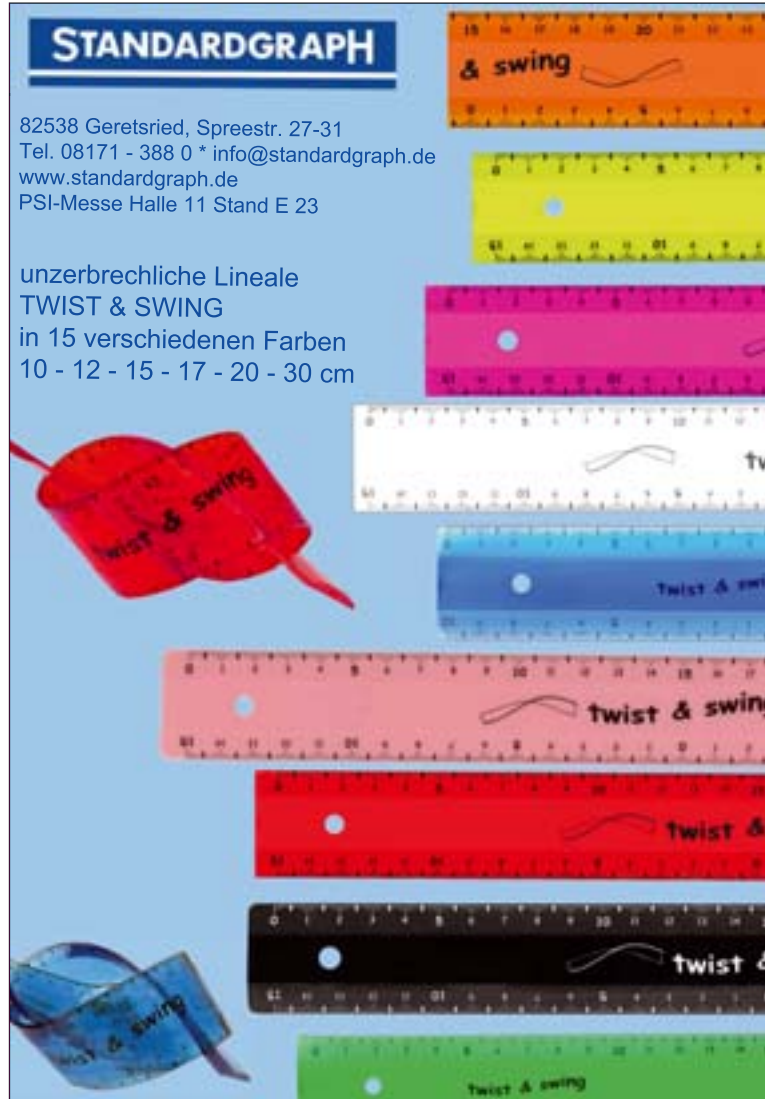
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The following companies present themselves at the PromoTex Expo:

HALL 9

PSI No.	Aussteller / Exhibitor	Stand / Booth
	PSI GUSTO	9L46
	PSI Jobbörse	9G20a
	PSI Helpdesk	Mall. Halle 9
	PSI matchmaking Lounge	9G20a
	PSI Members Only Lounge Café	9G20
	PSI Membership	9G20a
	PSI Product Finder	9G20a
	PSI Sourcing Team	9G20a
	After Work Party, Jan. 7th, 2020 - 6 p.m.	Halle 9

HALL 10

PSI Media Lounge	10F24
PSI Sustainability Awards	10H23

HALL 11

PSI International Partners	11D41
Parcel Service powered by QTRADO Logistics	11D59
PSI Product Presentations	Halle 11
PSI Start-up Consulting Area	11D64

Orientation plan:



HALL 12

PSI No.	Aussteller / Exhibitor	Stand / Booth
	Adimteks Tekstil dis tic.ltd.sti, Turkey	12C55
47408	ADLER CZECH, a.s., Czech Republic	12N69
47800	ALFA PROMOSYON TEKSTIL PAZ. SAN. VE TIC. LTD. STI., Turkey	12H72
45194	ARA NV, Belgium	12M79
	ARC'TERYX Equipment Amer Sports Canada Inc., Canada	12L21
	Ark Eko Tekstil LLC, Uzbekistan	12C57
49960	artiva sports Campo Sportivo GmbH, Germany	12F69
45014	ATLANTIS - MASTER ITALIA S.p.A, Italy	12D75
49958	Aysoy Pazarlama Konfeksiyon Tekstil Sanayi ve Ticaret Limited Sirketi, Turkey	12K63
42155	bags2GO, Germany	12H30
47455	BD Group d.o.o., Slovenia	12K08
46116	Brand Promotion CZ s.r.o., Czech Republic	12D61
	PromoTex Expo Catwalk	12N23
46153	Clipper A/S, Denmark	12D69
48842	Cottonland - Textile Agency	
	Open Vision - Publicidade Lda., Portugal	12G57
44895	Dahetra A/S, Denmark	12L02-08
48615	DIZAYN ETIKET San. ve Tic. A.S., Turkey	12N72
	Doratek Tekstil Limited Sti, Turkey	12C79
47313	Eagle Products Textil GmbH, Germany	12L02-07
	Ecopack Makine ve Gida San. Tic. Ltd. Sti, Turkey	12L65
47403	Ender Tekstil San Ve Tic Ltd Sti, Turkey	12H33
49093	Eren Kadife Tekstil Nakliye San.Tic. Ltd Sti, Turkey	12G75
49845	Euro-Transfers Sp. z o.o., Poland	12C63
49465	Famateks Tekstil Paz. San. Tic. Ltd. Sti, Turkey	12L02-05
44673	Festartikel-Müller GmbH, Germany	12L02-02
49424	F.H.U APLA KAROL SUDER, Poland	12B69
49354	Fifty Five OHG, Germany	12C70
46918	FILANTI S.R.L., Italy	12B56
	Filmar Factory Sp. z o.o., Poland	12E60
44389	Floringo GmbH, Germany	12K67
	General Avrupa Tekstil SAN. VE TIC. LTD STI, Turkey	12E56

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48313	HEADWEAR PL Spolka z ograniczona odpowiedzialnoscia Sp.J, Poland	12F70	48056	Ral Tekstil AS, Turkey	12G79
46235	HERKA GmbH, Austria	12K16	43454	Rascal Sp. z.o.o., Poland	12B80
	IGUANA GROUP Sp. z o. o., Poland	12G69	47032	Regatta Limited, United Kingdom	12K57
48513	Image Kompagniet APS, Denmark	12K68	46525	Sanjuan Hermanos, S.A., Spain	12D70
46848	Ipeknur Textile Clothing Co. Ltd., Turkey	12D80	45297	SDX Group sp. z.o.o., Poland	12D63
48357	IVB TransferDruck GmbH, Germany	12B70	46097	José Albero Puerto, S.L. - Secaneta, Spain	12K02
44209	KLICK EE, Greece	12C59		SEIDUESEI SRL, Italy	12D76
	Logotex Europe GmbH & Co. KG, Germany	12F83		Shanghai Zidu Trading Co. Ltd., China	12D62
46414	Lynka Sp. z.o.o., Poland	12B35	90047	Sharon Lee Limited, United Kingdom	12H29
46913	MALGRADO fashion & promotion GmbH, Germany	12L02-01	45179	Starsmade SA, Belgium	12K82
	MASCOT International A/S, Denmark	12B59		stilfaser GmbH, Germany	12G56
46386	Matterhorn Sverige AB, Sweden	12N35		Sunline Tekstil Mad.Ins.Orman Ürün.San.Ve Tic. Ltd. Sti., Turkey	12C72
49384	May Atki Market Etiket Dokuma San Tic Ltd. Sti, Turkey	12N40	49754	Tailor Konfektion AB, Sweden	12E55
49889	MELTEM GLOBAL TEKSTIL SAN. TIC. LTD. STI., Turkey	12C77	49455	TARGETEX Puzder i wspólnicy Sp. J., Poland	12L79
42155	miners mate, Germany	12K22		TB International GmbH, Germany	12H34
48784	Modal BRG Örgü Dokuma Tekstil Sanayi Ve Ticaret Ltd. STI., Turkey	12K73	48095	TEXMARKET GMBH, Italy	12E53
47674	frottana Textil GmbH & Co. KG		48870	Textildruck Europa GmbH, Germany	12G64
	möve Professional, Germany	12G58		PromoTex Expo Textile Campus, Germany	12N59
45411	Neutral.com Fun Tex Clothing Co. ApS, Denmark	12C64	49525	Textiles El Delfin, S.L., Spain	12D79
	no limit textilveredelung GmbH & Co. KG, Germany	12L02-06	49412	TH CLOTHES Organizações Biscana, Lda., Portugal	12K34
	P.A.C. GmbH, Germany	12C53		Thermopatch BV, The Netherlands	12D50
	Pasin Tekstil San Ve Tic Ltd. Sti, Turkey	12B71		Tomadex S.C. .TOMASZ SZULC, ADAM CZAJKA, Poland	12N05
49236	Perry Ellis Europe Limited, United Kingdom	12L71	43484	SARL Top-Tex Group, France	12G70
49765	PNG 1962 Ltd, Bulgaria	12B64		Transfertpress.de, France	12F79
	Printbox SPRL, Belgium	12L02-04	47228	TRIGON Tekstil San.Ve Dis Ticaret Ltd.Sti., Turkey	12B78
48943	PROMODA TEKSTIL San. ve Tic. Ltd. Sti, Turkey	12F75		Turkar Tekstil San ve Tic. A.S, Turkey	12F64
	PromoTex Expo Boulevard, Germany	Halle 12	47600	Turkuaz Tekstil San. ve tic. A.S., Turkey	12G63
	PromoTex Expo Café, Germany	12N59	48790	Vangard Retail A/S, Denmark	12B60
	PromoTex Expo matchmaking Lounge, Germany	12N59	45850	VOG Tekstil Prom. San ve Tic. A.S., Turkey	12G80
	Pure Waste Textiles Oy, Finland	12L15	46117	Vossen GmbH & Co. KG, Austria	12K31
	Quatrième Dimension S.A., Belgium	12L02-03	49316	Zorel Tekstil Imalat Pazarlama Sanayi ve Ticaret Limited Sirketi, Turkey	12K80
			43592	Zummer Plastik ve Ambalaj SAN. TIC. LTD. STI- Zummer, Turkey	12L01

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HALLE 12 - STAND K31

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HALL 13

PSI No.	Aussteller / Exhibitor	Stand / Booth
	Barber Shop	13H51
	Charlie's Corner Taublieb Consulting, United States	13H51
	Forum 13	13D13
	Forum Corel & Adobe	13M49
	PromoTEx Expo Jobbörse	13H51
	Mach dein Shirt	13O39
	marketing-BÖRSE GmbH marketing-BÖRSE, Germany	13K79 PromoTEx/viscom Media Lounge
	Nations Wrap Cup	13D61-13D62
	PromoTEx Expo/viscom Media Lounge	13K79
	PromoTEx Expo/viscom Helpdesk	13O03
	Straße der Entdecker	Halle 13
	Verlagshaus Gruber GmbH TVP Textilveredlung & Promotion, Germany	13K79 PromoTEx/viscom Media Lounge
	viscom Café	13H51
	viscom Helpdesk	13A37
	viscom matchmaking Lounge	13H51
	viscom Stammtisch	13H51
	viscom VIP Lounge	13H51
	viscom Werkstatt	13H51

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The following companies present themselves at the viscom Düsseldorf:

HALL 9

PSI No.	Aussteller / Exhibitor	Stand / Booth
	PSI GUSTO	9L46
	PSI Helpdesk, Germany	Mall. Halle 9
	PSI Jobbörse	9G20a
	PSI matchmaking Lounge	9G20a
	PSI Members Only Lounge Café	9G20
	PSI Membership	9G20a
	PSI Product Finder	9G20a
	PSI Sourcing Team	9G20a
	After Work Party, Jan. 7th, 2020 - 6 p.m.	Halle 9

HALL 10

PSI Media Lounge	10F24
PSI Sustainability Awards	10H23
Reebooking Lounge 2021	Konferenzzone Halle 10

HALL 11

PSI International Partners	11D41
Parcel Service powered by QTRADO Logistics	11D59
PSI Product Presentations, Germany	Halle 11
PSI Start-up Consulting Area	11D64

HALL 12

PromoTex Expo Catwalk	12N23
PromoTex Expo Boulevard	Halle 12
PromoTex Expo Café	12N59
PromoTex Expo matchmaking Lounge	12N59
PromoTex Expo Textile Campus	12N59

HALLE 13

ABC Display, The Netherlands	13L07
Achte display system GmbH, Germany	13F32
AD SYSTEMS, UAB Reklamos sistemas, Lithuania	13O64
Adsystem Sp. z o.o., Poland	13C10
44830 Agfa NV Zweigniederlassung Deutschland, Germany	13H58
Aldisplays GmbH, Germany	13N51
Barber Shop	13H51
BAUVE Medien GmbH & Co. KG	
POS Ladenbau, Germany	13K79
	PromoTex/viscom Media Lounge

PSI No.	Aussteller / Exhibitor	Stand / Booth
	BAUVE Medien GmbH & Co. KG POS Technology, Germany	13K79
		PromoTex/viscom Media Lounge
	Binder Luftbefeuchtung GmbH, Germany	13N20
	Blueview Elec-optic Tech Co. Ltd, China	13G61
45107	cameo Laser Franz Hagemann GmbH, Germany	13L17
	Charlie's Corner Taublieb Consulting, United States	13H51
	Comhan Holland B.V., The Netherlands	13H50
	Corel GmbH, Germany	13N65
	Danish Sign Export a/s, Denmark	13L51
	Dräger + Wullenwever Print + media	
	Lübeck GmbH & Co.KG Der Siebdruck, Germany	13K79
		PromoTex/viscom Media Lounge
	DEUTSCHER DRUCKER VERLAG eine Unit der Ebner Media Group	
	GmbH & Co. KG, Germany	13G52, 13K79
		PromoTex/viscom Media Lounge
48715	Die neue Linie GmbH, Germany	13A07
	Digipress GmbH Publisher, Switzerland	13K79
		PromoTex/viscom Media Lounge
	display Verlags GmbH, Germany	13K79
		PromoTex/viscom Media Lounge
	dlv - Netzwerk Ladenbau e.V., Germany	13K79
		PromoTex/viscom Media Lounge
	DP Solutions GmbH & Co. KG, Germany	13O01
	Dr. Harnisch Verlags GmbH dedica, Germany	13K79
		PromoTex/viscom Media Lounge
	Johann Oberauer GmbH Druck & Medien, Austria	13K79
		PromoTex/viscom Media Lounge
	EAS GmbH, Germany	13K24
	Ebner Verlag GmbH & Co KG, Germany	13K79
		PromoTex/viscom Media Lounge
	Eckart signplastics GmbH, Germany	13B09
	Eisma Businessmedia bv Sign+, The Netherlands	13K79
		PromoTex/viscom Media Lounge
	EMGroup GmbH Print & Publishing, Austria	13K79
		PromoTex/viscom Media Lounge
	Epilog Laser BV, The Netherlands	13G06
	EPSON Deutschland GmbH, Germany	13N08, 13O08
	EuBuCo Verlag GmbH Print&Produktion, Germany	13K79
		PromoTex/viscom Media Lounge
	Expand International Deutschland GmbH, Germany	13L37
	Presse- und Redaktionsbüro Bachmann	
	Innovation und Technik, Germany	13K79
		PromoTex/viscom Media Lounge
	FDI - Fachverband der Druckindustrie und	
	Informationsverarbeitung e.V., Germany	13K79
		PromoTex/viscom Media Lounge
	FLYERALARM GmbH, Germany	13F42

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45127	Flyvision Kft., Hungary	13G17
	Forum 13, Germany	13D13
	Forum Corel & Adobe, Germany	13M49
49385	Fuchs-Display GmbH, Germany	13A42
	GF MAG 62 rue Maurice Thorez, France	13K79
	PromoTex/viscom Media Lounge	
	GIPAT srl, Italy	13N63
	GLOBAL PRINT BDV S.R.L., Romania	13L22
	GPG German Publishing Group	
	Geschäftsführungs-GmbH, Germany	13K79
	PromoTex/viscom Media Lounge	
	HITECHLED Srl., Italy	13E23
	Innograv GmbH, Germany	13K16
	JSC SRS servisas, Lithuania	13K10
	Letra Corporea, Spain	13G22
	Lindenhaus Verlagsgesellschaft	
	mbH & Co. KG creativ verpacken, Germany	13K79
	PromoTex/viscom Media Lounge	
	LongLife LED GmbH by HK, Germany	13F24
	Lunado Display Systems, The Netherlands	13F01
	Mach dein Shirt	13O39
	MacksMedia GmbH, Austria	13K79
	PromoTex/viscom Media Lounge	
	Madeira Garnfabrik Rudolf Schmidt KG, Germany	13H21
43639	TheMagicTouch GmbH, Germany	13F14
	marketing-BÖRSE GmbH	
	marketing-BÖRSE, Germany	13K79
	PromoTex/viscom Media Lounge	
	matchmaking Lounge, Germany	13H51
	Melco International LLC, Switzerland	13F19
	MIM Marken Institut München GmbH, Germany	13K79
	PromoTex/viscom Media Lounge	
	Mimaki Deutschland GmbH, Germany	13F41
	modico GmbH & Co KG, Germany	13A07, 13A19
	Mutoh Deutschland GmbH, Germany	13M37
	Nations Wrap Cup, Germany	13D61-13D62
	will Magazine Verlag GmbH Large	
	Format Magazin / New Decor, Germany	13K79
	PromoTex/viscom Media Lounge	
	OKI Europe (Deutschland / Österreich) , Germany	13L70
	Onlineprinters GmbH, Germany	13L47
	Pink Pepper Media GmbH, Germany	13G20
	PL Verlag OG Pack & Log, Austria	13K79
	PromoTex/viscom Media Lounge	
	Polski Drukarz Ltd. Swiat DRUKU, Poland	13K79
	Print Equipment GmbH & Co. KG, Germany	13G40
	Print i dizajn d.o.o. Print Magazin, Croatia	13K79
	PromoTex/viscom Media Lounge	
49893	Printspaul GmbH & Co KG, Germany	13A44
	ProFlag - Interflag, The Netherlands	13H54
	Promic B.V., The Netherlands	13F29
	PromoTex Expo/viscom Media Lounge	13K79
	PromoTex Expo/viscom Helpdesk	13O03
	Vijlit Nederland BV, The Netherlands	13M01
	Publimore Media BV SignPro Europe / Sign	
	Pro Benelux, The Netherlands	13K79
	PromoTex/viscom Media Lounge	

PSI No.	Aussteller / Exhibitor	Stand / Booth
	PunchCloud OU, Estonia	13H15
	RCS Systemsteuerungen GmbH, Germany	13L06
	Rehse Reklame GmbH, Germany	13B19
	REKLAMMARKET WERBETECHNIK, Germany	13D33
	Walter Schulze GmbH, Germany	13H31
	Shannon Machines BV, The Netherlands	13N37
	SHENZHEN FRIDA LCD CO.,LTD, China	13H62
	Shenzhen Gohong Advertising Signage Co., Ltd., China	13F67
	Shenzhen Vintage Sign Co., Ltd., China	13G62
	Signnovation International B.V., The Netherlands	13L21
49814	SmartPunchen, Germany	13H23
	Stammtisch	13H51
	STEPCRAFT GmbH & Co. KG, Germany	13L63
	Werbetechnik Wüstner GmbH, Germany	13E02
	sticktec Service Center GmbH, Germany	13E02
	onderdeel van Virtùmedia B.V	
	Stitch & Print International, The Netherlands	13K79
	PromoTex/viscom Media Lounge	
	Straße der Entdecker	Halle 13
	swissQprint Deutschland GmbH, Germany	13L30
	TENT BALONY Lech Podbiello, Poland	13G10
	The Channel Letter Bender, The Netherlands	13D23
	TOP-WERBUNG24.DE STYLOVE Aneta Woznica, Poland	13H18
	Transferdruckpapier Sp. J., Poland	13G08
	Trisco BV, The Netherlands	13D20
	Trotec Laser Deutschland GmbH, Germany	13O26
	TTS-Haustechnik GmbH, Germany	13K33
	Verlagshaus Gruber GmbH TVP	
	Textilveredlung & Promotion, Germany	13K79
	PromoTex/viscom Media Lounge	
	ULTIMA DISPLAYS, France	13F51
	Verband Druck + Medien Nord-West e.V., Germany	13K79
	PromoTex/viscom Media Lounge	
	Verlagshaus Gruber GmbH, Germany	13K79
	PromoTex/viscom Media Lounge	
	vhf camfacture AG, Germany	13L25
	viscom Café	13H51
	viscom Helpdesk	13A37
	viscom Jobbörse	13H51
	viscom matchmaking Lounge	13H51
	viscom VIP Lounge	13H51
	viscom Werkstatt, Germany	13H51
	Wagner GmbH Thermodruckpressen , Germany	13E02
	Heinz Walz GmbH, Germany	13F09
	Verlag Werben & Verkaufen GmbH, Germany	13K79
	PromoTex/viscom Media Lounge	
	WNP Verlag GmbH, Germany	13K79
	PromoTex/viscom Media Lounge	
	Zampouris SA, Greece	13C19
	Zünd Systemtechnik AG, Switzerland	13D39

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Sie haben Erfahrung im Verkauf, idealerweise in der Werbemittel- oder Textilbranche, dann freuen wir uns auf Ihre Bewerbungsunterlagen mit Angabe Ihrer Gehaltsvorstellung per E-Mail an: jobs@newwave-austria.at

Die Beschäftigung richtet sich nach dem Kollektivvertrag Handel, Beschäftigungsgruppe 4. Eine Überprüfung ist gemäß Ausbildung und Vorerfahrung vorgesehen.

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45448	Aetzkunst GmbH & Co. KG	021	44367	New Wave GmbH	122
43519	Alfred Ritter GmbH & Co. KG	053	42809	F. Pecher GmbH Fabrik für Schreibgeräte	063, 121
43549	ArtForFans, Jan Bagin	109	40972	PF Concept International BV	005
	ASI	061	46925	Pins & mehr GmbH & Co. KG	120
45428	Asia Pins Direct GmbH	029	43488	Plastoreg Smidt GmbH	055
47411	badge4u Wojciech Pawlowski	075	40637	Plastoria S.A.	105
43980	BAS Produktions- und Handels- GmbH	031	43755	PopSockets EMEA Oy	037
	POS - Bauve Medien	117	49748	PowerCubes Inh. M. Voerman	120
	boss - bit-Verlag Weinbrenner GmbH & Co. KG	093	42332	Prodir Pagani Pens SA	001
44120	Sport Böckmann GmbH/Partner für Sport und Freizeit	107		PromoTex Expo - Reed Exhibitions Deutschland GmbH	111
45767	Bottle Promotions a Tacx International Company	023	44724	Promotion Magazine - Pop Up Media Srl	091
45956	burger pen AG	035		PROMOWOLSCH - The Customer Factory Wolfgang Schmidt e.K.	120
	BusinessPartner PBS	087		PSI - Reed Exhibitions Deutschland GmbH	043, 069, 083, 097, 120, 123, 127, 124-125, Cover-Gatefold
45452	CD-LUX GmbH	U2/IFC			
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45939	Corthogreen bv Greengifts & Seedproducts	033		Regal Difussyo - SerGraf Grupo Editorial S.L.	045
42819	Gustav Daiber GmbH	007	42938	REIDINGER GmbH	047
49048	Doyuk Bilgisayar Teknoloji Promosyon Ürünleri Sanayi Ve Ticaret Limited Sirketi	085	44508	Ritter-Pen GmbH	052
	fides Druck und Medien GmbH	120	46379	Sport und Werbemittelvertrieb Ingo Martin	024
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47123	Fischer-Import GmbH	121	43512	SYMBIO MEDIA GROUP Sp. z o.o.	053
42320	FKM e.V.	119	48418	TGL Poland sp. z.o.o. Ted Gifted Lanyards	067
	Gift Review	081	40717	Toppoint B.V.	122
47707	Goprom Handelsgesellschaft mbH	002+003	46108	travelite GmbH + Co. KG	024
80366	Hans Boller Prägungen Inh. Johannes Phillip Boller	065	44970	TRIGON Deutschland GmbH (ehemals SEMO Deutschland GmbH)	059, 121
41016	Heri-Rigoni GmbH emotion factory	019	46381	TWIN PRODUCTION s.r.o.	028
47349	Hypon B.V.	089	43482	Twist 4 Medienlabor GmbH	065
42907	Inspirion GmbH	009	41848	uma Schreibgeräte Ullmann GmbH	U4/OBC
48357	IVB TransferDruck GmbH	099	42487	REFLECTS GmbH	103
46232	Kandinsky Deutschland GmbH	122	43456	Victory Office Product Sp. z.o.o.	025
40823	Klio-Eterna Schreibgeräte GmbH & Co KG	051		viscom - Reed Exhibitions Deutschland GmbH	115
41565	KP Plattner GmbH	101	46117	Vossen GmbH & Co. KG	112
47814	Lupenmaxx GmbH	121	47395	ZWILLING J. A. Henckels Deutschland GmbH	049
43471	Mattenwelt, Inh. Andy Knoblauch	029			
	May Atki Market Etiket Dokuma San Tic Ltd. Sti	095			
42020	mbw® Vertriebsges. mbH	027	Beilage / Insert (*Teilaufgabe / part circulation)		
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TOP PRODUCT TOPICS IN PSI JOURNAL

Does your green heart beats faster, when the first rays of sun shine on your face again? Present your promotional articles to the topics spring, garden, hobby and craft and merchandising & fan articles in the *PSI Journal*.



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novelty**BOX**

Folgende Produkte waren in der September Ausgabe der PSI Novelty Box. Haben Sie diese verpasst?

Dann schauen Sie doch online vorbei: www.psinoveltybox.de

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

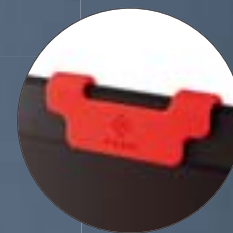
Then have a look online: www.psinoveltybox.de



Fuse fruit fusion bottle
Artikel-Nr.: Fuse 450 ml
<https://bit.ly/21ALW4l>
PSI Nr. 45767
Tacx Bottle Promotions



Werbekekse – PERNICs
Artikel-Nr.: 300
<https://bit.ly/2luOilq>
PSI Nr. 43753
breAd. & edible labels s.r.o.



WebCam Cover, Cam Cap
Artikel-Nr.: 1
<https://bit.ly/2MIBuUN>
PSI Nr. 45200
Feeo Poland



Franz
Artikel-Nr.: 2342
<https://bit.ly/2IVUlua>
PSI Nr. 47707
Mister Bags GmbH

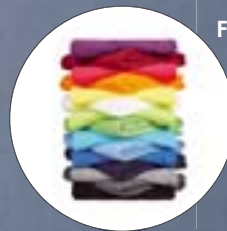


Samenpapier-Karte Fichte
Artikel-Nr.: 21.31970.00
<https://bit.ly/2ZmYbox>
PSI Nr. 41016
Heri-Rigoni GmbH – emotion factory

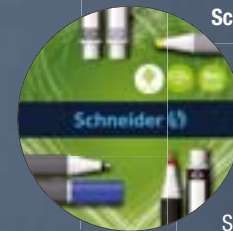
Natürliches Mineralwasser mit oder ohne CO₂, 0,33l Glas-Flasche mit individuellem Etikett
Artikel-Nr.: G00001
<https://bit.ly/32eZLWo>
PSI Nr. 43838 · Husumer Mineralbrunnen HMB GmbH



LogoFrucht Apfel rot
Artikel-Nr.: 11001
<https://bit.ly/32841qx>
PSI Nr. 45384
logofood GmbH



Fair Towel – Kollektion „Cozy“
Artikel-Nr.: FT100W, FT100H, FT100D, FT100B, FT100G
<https://bit.ly/2IVUlua>
PSI Nr. 42155
L-SHOP-TEAM GmbH



Schneider Schreibgeräte – Mini-Stifte zum Zusammenstecken
Artikel-Nr.: 942094
Link-It 4er-Stiftebox
<https://bit.ly/2IPV7hx>
PSI Nr. 43416 · Schneider Schreibgeräte GmbH

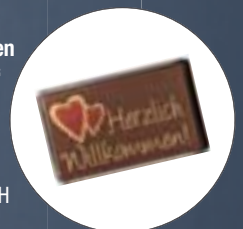
SICHERHEITSGURT, Gürteltasche mit 2 Reißverschlussfächern und Ausleseschutz für Chipkarten
Art.-Nr.: BLB20/GY (grau), BLB20/DB (blau)
<https://bit.ly/2NBI7cj>
PSI Nr. 46311
TROIKA GERMANY GmbH



Adventskalender-Schokoladentafel in der Dekordose
Artikel-Nr.: 7318
<https://bit.ly/2lvHW5r>
PSI Nr. 48639
VOGEL'S Süsse-Werbe-Ideen GmbH & Co. KG



Schokotäfelchen „Herzlich Willkommen“
Artikel-Nr.: 41010
<https://bit.ly/2HxQlgS>
PSI Nr. 45384
Weinkellerei Höchst GmbH



Distributoren bitte vormerken:

Die nächste PSI Novelty Box erhalten Sie auf der PSI 2020 in der PSI Members Only Lounge in Halle 9 Stand G20.

Dear Distributors please save the date:

The next PSI Novelty Box will be available at the PSI 2020 in the PSI Members Only Lounge in Hall 9 Stand G20.

Thank you!

It is a nice habit to look back and say thank you at the end of the year. This is all the more true at the end of 2019 which from a geopolitical perspective has certainly not been an easy year.

For the PSI, it was a year of intensive communication with its members. There have never been so many conversations and meetings. The reasons were varied: International CEO meetings, advisory board meetings, visits to the PSI in Düsseldorf, the many round table meetings, the Sustainability Awards and not least the trade show. There was also more feedback on comments than ever before. A sign of the importance of personal exchanges in the digital age. We listened intensively, discussed intensively and we received many suggestions, ideas and critical comments. Thank you to everybody: the distributors, the suppliers, the new members and above all our loyal long-standing members.

I have had the privilege to accompany the industry for more than eleven years. A time of rapid change. Let us just recall the technological innovations. The first iPhone was introduced in January 2007. Telephoning today is only an additional function. It has been an incredible time. For me, above all, a time in which I was also able to make many friends. An exciting time with many great encounters and experiences – not always easy, but always a great challenge. Life is a dynamic process. Therefore, happiness and success can only be achieved by looking forward.

The industry figures for 2019 were good. And the new year is about to start with the largest promotional product trade show. Many of your responses and suggestions have been incorporated into the PSI 2020, such as the important and necessary exchange among each other. So networking will be intensified, especially in the restricted Members Only Lounge where you can meet business partners and colleagues or simply take a short break – and where refreshments and culinary delights are also served. A large number of managing directors and association representatives will be in attendance, not to mention a plethora of highlights. Many fringe events have been planned by us and by the exhibitors. The PSI 2020 will be one of the most important meeting places worldwide for the promotional product industry. Let's meet there!

I wish you all a peaceful and merry Christmas as well as happiness, health and success for the upcoming year.

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





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PromoTex
Expo





PSI Trade Show 2020: New products

The PSI industry network has already been in existence for six decades, and the PSI Trade Show will witness its 58th edition in 2020. It was and is Europe's number one meeting place for the promotional product industry. And it will continue to live up to this claim in the future. This will be impressively proven by the presentation at the beginning of the new year. Visitors from around 40 nations will gather in Düsseldorf to learn about pioneering trends, innovations and the latest product developments of the professional promotional product business. In our section, we will be presenting a first selection of promotionally effective "new products" which will arouse a desire for "more" in the trade show halls.

Please give some consideration to your product presentations for the February 2020 issue with the thematic group "Merchandising and fan articles" as well as "Spring, garden, hobby and crafts" and send your product suggestions (image and text) by 13.12.2019 to e-mail: hoechemer@edit-line.de

Düsseldorf Day & Night

The PSI Trade Show continues to be a must for Europe's professional promotional product distributors and consultants at the beginning of each year. The intensive trade show is used to view new products, to exchange ideas, to talk to specialists and to generate new contacts. Those looking for relaxation or variety after a busy day at the trade show will certainly find what they are looking for in Düsseldorf. Traditionally, the editors have put together several suggestions and tips to ensure the evening is a culinary or culturally appropriate highlight.



Choice Preview

The six sisters of the CHOICE family – the companies Gustav Daiber, Fare, Halfar, Karlowsky Fashion, mbw und SND Porzellan – share a long-standing tradition of a special kind: A passion and know-how for the development of innovative and attractive collections which drive the market and captivate. We were there for you at the group's annual presentation which showcased the new products of the coming year under the motto "Start your Engines!".



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