

PSI EUROPE

PSI Journal
International Magazine
For Promotional
Products

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W.AG

Christof Hanschke
Bertram Göb
Foundation for further growth

Product Guide

Writing instruments,
office, school
Trade shows, festivals, events

GWW

Start of Newsweek
and general meeting

PF Concept

New impulses
in sustainability and CSR

Powerhouse Merchandising

Fan merchandise in sports



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Editorial

New business

If you want to engage in new business, you also have to deal with something new. An old entrepreneur's wisdom that is quite difficult to follow in an entrepreneur's everyday life. Merchandising is one of the topics that preoccupy forward-looking people in the industry, but others shake their heads in disbelief.

Yes, it is not an easy topic. What is merchandising anyway? Many simply understand it to be a form of sales promotion, or even everything that is sales promotion. Merchandising often has a modified meaning around the world. In Central Europe, sales promotion serves a product or product group, while merchandising develops and produces its own value-added chain. Although the merchandising articles for Mickey Mouse, Spider-Man, Harry Potter, the Rolling Stones or Need for Speed also serve their "original products" in terms of image technology, they often bring more money into the coffers than the original products themselves. The turnover generated by the world's major football teams through merchandising is gigantic. However, as far as licences and supply chains are concerned, this is a pretty closed society, often business among buddies. Anyone who wishes to get involved in merchandising here will not have a chance.

But there are a thousand other playing fields. Some entrepreneurs in the industry, known for their ability to think outside the box, looked for and found merchandising years ago. Either as a licensee or as a service provider. Either at their own risk, or as a consultant and procurer for universities, for tourist destinations, for regional sports clubs or even for the cartoon princess called Lillifee. There are now numerous licences for them, from bubble bath sachets to bedding, school cones and baking mixtures. Creativity seems to have no limits.

If you want to address the future of merchandising in a pleasant way, travel through the USA for one or two weeks. Every popular restaurant, every chain of restaurants, every winery, and certainly every company in the b2c sector has its merchandising product range. I've seen wineries where the merchandising area was twice the size of the tasting area. When asked about this, the winemaker told me, "Because we do great business locally – and because it adds even more breadth to our product." Two arguments that are virtually custom-tailored to the promotional product industry. It's definitely worth taking a look at.

In this spirit

Manfred Schloesser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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BAG

TO THE

BEACH

Mit der Strandtasche „Antje“ stehen Sie auf der Sonnenseite des Lebens! Alles kann mit, denn alles findet Platz in der über-großen Tasche. Das schwere Heavy-Cotton Material ist zudem robust und hält jedem Sandsturm stand.



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Powerhouse Merchandising 10

Merchandising in professional sports is a lucrative business. In some instances, top clubs in the major German football league generate sales in the million range through the sale of fan merchandise. Although this is a small elite group, merchandising is also useful for clubs in lower leagues and other sports. We shed light on the potential merchandising offers and how the promotional product trade can benefit as well.

GWW enters the new year with confidence 34

Just over a month after the PSI, GWW (German association of promotional products) launched Newsweek on 19 and 20 February, as early as never before in its trade show year. In addition, the annual general meeting of the association was embedded between the opening Industry Customer Day and the Trade Visitor Day on the following day.



Plan Concept: Red carpet for promotional greats 38



The product show of Plan Concept took place for the eleventh time in the foyer of the Colosseum Theatre. Impressive as always was the historic setting: A monument to early industrial culture and a popular venue for product shows for years.

Even if the scenes on the red carpet are the same every year, the Essen-based promotional product specialist is constantly evolving.

PF Concept: New impulses in sustainability and CSR 60

PF Concept continues to work intensively on the topics of sustainability and Corporate Social Responsibility (CSR), providing exemplary impulses in the industry. The holistic approach of anchoring these issues is illustrated by numerous examples in the second Sustainability Report and continues in its current partnership with the Fairtrade company FairForward.



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For the past five years, the Hamburg consumer association has awarded the “Deceptive Packaging of the Year” prize. “Awarded” are manufacturers who do not adjust the packaging size to less content. An alternative packaging model that keeps its promises are our examples from the promotional product industry. Well designed, they are the icing on the cake on attractive products and attractive on their own.

Originally poured

Not only is food a feast for the eyes, drinks are too. Cups and glasses have always been among the top 5 most popular promotional products. Originally designed and reusable, they are timeless classics that always remain trendy.



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Tents with 5-star character



When camping meets luxury, the talk is of glamping. This term is an artificial word made up of glamour and camping, yet it expresses an attitude to life: Originality, closeness to nature, stylish ambience. This holiday trend has been going on for some years. In Germany, glamping is gradually gaining in popularity. Many other Europeans are already a bit further.

OUTDOOR 4.0



Vegan and sustainable

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PSI 40940

Naturally outdoors

Jackets made of a membrane, about one-third of which consists of castor bean oil. A ski and outdoor collection with 20 percent recycled materials – including dried coffee grounds. A technology that enables synthetic fibres to biodegrade by micro-organisms decomposing their ingredients until water, carbon dioxide, methane and biomass are left over. (Source: spiegel.de, "Wasserdicht, atmungsaktiv, umweltverträglich", 4.2.2019). Outdoor clothing of tomorrow relies on natural materials and sustainable technologies.

Natural picnic helper

Fairtrade cooler bag made of organic material
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Utensils for a sustainable outdoor experience are already available today, as our selected examples show.

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68

percent of Germans trust traditional media. This is shown by previously unpublished data from the Edelman Trust Barometer for the German market.

Trust in online media, on the other hand, has dropped significantly from 54 to 48 percent, according to horizon.net.

73%

of consumers are influenced by a promotional product when making a purchase decision, writes the Dutch industry association PPP on its website.

Fourth place

in the ranking of the most commonly used communication channels is occupied by WhatsApp, according to the recent study "Customer Contact Radar" by PeterConnects. WhatsApp is the most sustainable in Germany and is already used more frequently in this country compared to Great Britain and France.

14 billion

products and more are linked to intelligent technology, notes the British industry association BPMA on its website. A huge market for wearables – and not least the promotional product industry.

Four out of ten

financial decision-makers are convinced that 25 to 50 percent of the proposed succession plans in Germany fail to get the right funding or do not even come to fruition, according to the "Finance Monitor 2019" study by the medium-sized digital finance provider creditshelf.

Every second

German is of the opinion that the GDPR has no influence on the security of data on the Internet. 13 percent see improved security, 32 percent feel the usability of the Internet has deteriorated as a result of GDPR, according to YouGov in a representative survey.

628.63

billion dollars was the total global media expenditure in 2018, up 7.4 percent, according to CMO.com, citing eMarketer.



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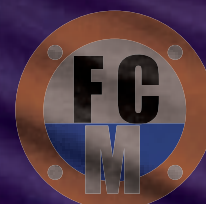


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Merchandising in professional sports is a lucrative business. In some instances, top clubs in the major German football league generate sales in the upper double-digit million range through the sale of fan merchandise. Although this is a small elite group, merchandising is also useful for clubs in lower leagues and other sports. We shed light on the implications of merchandising in sport, what potential it offers and how the promotional product trade can benefit as well.

Focus



Fan merchandise in sports

Powerhouse Merchandising

What induces a person to pay a significant sum to purchase a jersey, a scarf, a cap or a mug with the club emblem of his favourite club? What effect do these articles have on him when he owns and uses them? And what, in turn, does that mean for the club? The University of Bayreuth sought the answers to these questions. Scientists led by Prof. Dr. Herbert Woratschek, Chair of Marketing and Services Management, wanted to know how fans' identification with their club, their loyalty, their satisfaction as spectators, their use of fan merchandise and their satisfaction with these products are connected. To this end, they conducted a representative online survey among the fans of the 18 clubs that play in the German Basketball Bundesliga. They focused their attention on the interactions between these factors.

Strategic planning is important

The result of their study: The identification of fans with their club increases their willingness to use clothing and other merchandising products. However, the reverse effect is even more clearly pronounced: the use of fan merchandise strengthens their identification, according to the official statement. The unequivocal conclusion of the university professor is therefore also: "Clothes make fans". Even moreso: "Clothes make loyal fans." The study proves the reciprocal effect of identification, satisfaction and loyalty: the stronger the identification with the club, the greater the satisfaction and, ultimately, the more steadfast the loyalty of the fans. However, as the study revealed in a second step, some basketball league sports managers underestimated the long-term economic benefits of strong fan loyalty. Especially the economic importance of merchandising extends far beyond the immediate sales proceeds, explains Prof. Dr. Woratschek. The scientists therefore recommend: Sports clubs must address the topic of merchandising to a greater extent in their strategic planning.

Learning from the big players

Merchandising in sport is not only used at the level of professional clubs. This section of strategic marketing can also pay off for clubs in lower leagues. It goes without saying that it is not possible to speak of high sales here. Nonetheless, big clubs can serve as a role model for merchandising products, particularly when attention is focused on the analytical tasks to be performed in marketing, writes Prof. Dr. Florian Riedmüller in the foreword to his book "Professionelle Verantwortung von Sportvereinen" (Professional Responsibility of Sports Clubs). According



The use of fan merchandise strengthens the identification of fans with their club. This is the result of a survey conducted by the University of Bayreuth.



to Riedmüller, the same applies to the Bundesliga team as well as to the regional league team: It is paramount that both of them attract spectators to their games, look after members, establish a media presence, convince sponsors of their attractiveness and find cooperation partners. According to the author, the only, albeit significant, difference lies in the resources that both clubs have access to.

Focus on image consolidation

DIM (Deutsches Institut für Marketing) has defined "success rules for merchandising" which include the following aspects and also apply to merchandising in sports clubs: The product must be of use to the customer (here: fan), it can also be emotional; the product must also be marketable in the long term; the quality of the product must be reasonably good. Basically, the use of such products is preceded by a professional concept. Thus, it is advisable for clubs to look for a cooperation with an appropriate



partner. It goes without saying that cooperation with a promotional product distributor with a special affinity for sport is conceivable. After all, the use of fan merchandise by sports clubs and that of promotional products by companies have parallels. Ultimately, the relevant questions to be answered are: What does a club stand for? Does it have a unique selling point and, if so, which one? Which product suits it best? After all, the focus should be on long-term image consolidation, not on short-term financial gain.

Promotional product consultants should communicate know-how

The expertise of professional fan merchandise consultants or promotional product consultants can therefore pay off for a sports club. The recent PSI demonstrated the consulting potential of the promotional product industry for merchandising and licensing. It has the products and know-how to cover this area. Therefore, consultants should communicate their expertise to sports clubs, especially in matters of creative product development, finishing and customer service. In an interview with the PSI Journal, Dr. Peter Rohlmann, who deals with strategic marketing issues in sport, commented on concrete starting points for consultants within the promotional product industry and outlined how the promotional product industry should position itself.

<

Big clubs can serve as a role model for merchandising products. The promotional product industry can play a part in the consultancy of using appropriate products.

Merchandising in sport

Etymologically, merchandising goes back to the Latin term “mercari” (trading). It derives directly from the English word “merchant” (trader). In the German translation, merchandising refers to several aspects: sales promotion, merchandising, sales policy and trading in goods. By definition, according to the Gabler economics dictionary, merchandising is not just the entirety of sales promotion activities, but also refers to the marketing of licences. With regard to marketing in sports, the service network for employees in club management and sports practice (VIBSS) cites the following aims of merchandising:

- increase the identification with the sports club
- create additional revenue
- strengthen fan loyalty
- promote general popularity
- increase awareness of the club
- attract new fans
- increase attendance figures.

In a nutshell, sports clubs can take advantage of the mechanism of merchandising by applying emotions to a product that is then purchased. www.vibss.de

About the study:

The study conducted by the University of Bayreuth is based on a representative online survey among basketball fans in Germany. The questionnaires were distributed mainly via the online networks of the 18 clubs participating in the German Basketball Bundesliga. Publication: Tim Stroebel, Herbert Woratschek and Christian Durchholz: Clothes Make the Fan: The Effect of Team Merchandise Usage on Team Identification, Fan Satisfaction and Team Loyalty, in the Journal of Global Sport Management (2019).



»» Promotional product companies are innovation drivers

Dr. Peter Rohlmann

Fan-related everyday articles with club branding form the intersection between promotional products and fan merchandise and are thus an ideal starting point for the promotional product industry to gain a foothold in sports merchandising. This is the conclusion of Dr. Peter Rohlmann, owner of the marketing agency PR MARKETING and acknowledged expert in the field of sports marketing. He explains how the promotional product trade can benefit from sports business and sports business from the promotional product trade.

Dr. Rohlmann, to make clear what characterises merchandising/licensing in sports, could you define this term for us.

Sport merchandising is the planning, organisation, implementation and monitoring of all activities of a person or group aimed at existing and potential supporters of clubs, associations/institutions or special events or projects in sport with the aim of marketing them in the form of special offers exactly the same as a brand-name product. In doing so, additional revenue will be generated, and a special bond achieved with the supporters. In particular, the cumulative effects of a systematic networked merchandising concept in the sense of brand management play a major role. Merchandising (mainly self-handling of rights holders) and licensing (subcontracting to licensees) are two sides of the same coin.

Tens of millions of euros are generated here in Germany through merchandising in professional sports. Although this market does not for the moment represent a field of activity for the promotional product industry, it is interesting how it is organised. After all, the use of textiles and other products is also important for medium-size and small clubs. How can the “small ones” learn from the “big ones” or rather can the market be broken down into big ones and small ones?

Precisely because big sports clubs cannot and do not want to do everything themselves and because small clubs of-

ten do not have experienced staff, suitable structures or the right import networks, sports clubs generally need to partner with large and small companies that operate either as a supplier that can quickly deliver manageable quantities to the club or as a licensee that brings club logo branded products on the market at their own risk.

Where do you see concrete starting points for consultants within the promotional product industry?

First and foremost the promotional product industry could become a reliable partner in sport merchandising with new products and articles that should be available at short notice and in small quantities.

How should the promotional product industry position itself in this market/environment?

I believe that the promotional product industry must clearly outline its particular advantages to the stakeholders in sports business. Companies are often owner-managed and have a very close proximity to the market. Promotional product companies are innovation drivers, are on the lookout for new products and special buying impulses for fans. They have the ability to respond quickly and offer small production or delivery sizes. In doing so, their customers can rely on guaranteed quality standards, even when promotional product companies import products. Another plus is additional services. For example, finishing options such as flocking, embroidery or applications can be offered according to club-specific requirements. <

Dr. Peter Rohlmann

Dr. Peter Rohlmann is the owner of the marketing agency PR MARKETING which deals with strategic marketing issues in sport as



well as in business and society. In addition to consulting, market research and fundamental conceptual topics are also part of the spectrum of tasks of PR Marketing. In sports marketing, Dr. Rohlmann is a pioneer of the conceptual-scientific approach to sport merchandising and

brand management in sport. Dr. Rohlmann has been lecturing on sports marketing (rights trading, sponsoring, merchandising) and branding in sports for over 15 years.



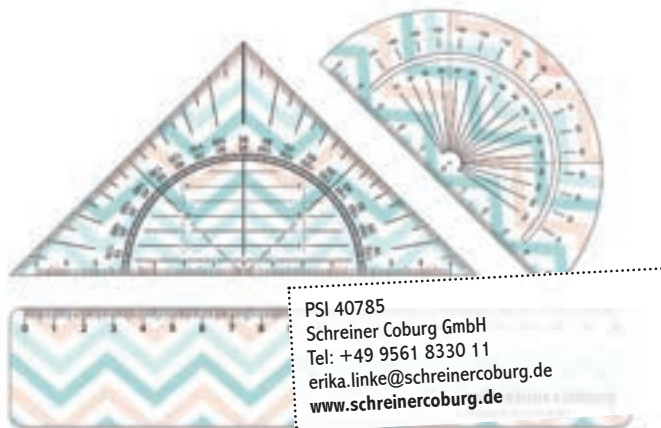
Even in the digital age, **writing instruments** are indispensable helpers for quick note-taking on any occasion. And the industry is constantly **creative** in developing more and more variations of promotionally effective pens, including new products in the segment **“Office and School”**.



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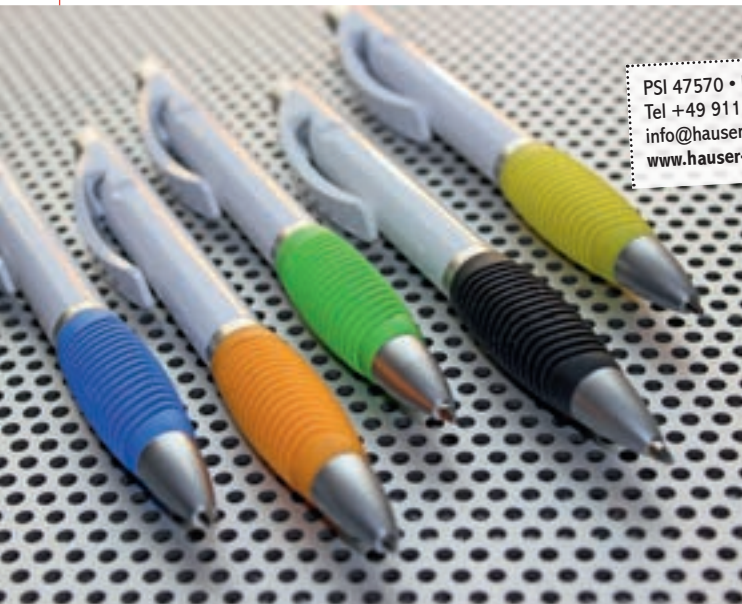


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Advertising classic with grip

For those who can hardly wait for spring with its cheerful colours, Hauser from Frankenland has exactly the right thing in its range: the H1009-GRIP ballpoint pen. Already a classic at Hauser, it has now undergone a minor facelift with a characteristic and unsurpassed comfortable grip zone in rich blue, green, orange, yellow in addition to customary black. The white shaft offers a print area of 40 by 15 millimetres for an advertising message. The silver push-button and silver tip create an elegant frame. The GRIP also convinces with its inner values: It features a large-capacity plastic refill that writes and writes and writes until the user runs out of words.

Individual plastic products

With its own large toolmaking shop, Hermann Flörke GmbH offers advertisers the opportunity to design their own plastic articles. In the eraser product segment, Flörke offers eco-friendly erasers based on TPE, whereby these thermoplastic elastomers can be recycled and contain no PVC plasticisers. Erasers are the ideal give-away for anyone who likes to capture thoughts and moments, is creative or simply wants to fine-tune ideas and strategies. Customised products can be designed both in-house and by the engineers of Hermann Flörke GmbH. The use of state-of-the-art UV digital printing machines as well as pad and hot stamping printing enables almost all customer requirements to be met.



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Schoolchild at last

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 www.kg-hamburg.de

Cool pencils

Cool, the set of coloured pencils from Krüger und Gregoriades, consists of a total of 12 coloured pencils which fit particularly in your hand due to their thickness and triangular shape. Due to their extremely ergonomic shape, they are particularly suitable for small children's hands. The coloured pencils feature extra-large coloured lead and a high amount of colour pigment, thus ensuring pleasant and smooth colouring and drawing. The colouring utensils are each about 17 centimetres long and can be stowed in elegant black packaging with euro perforation.



PSI 41615 • Geiger-Notes AG
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A touch of Madeira

Madeira is the name of the new material now available in various colours to complement the binder range of Geiger-Notes AG notebooks, hybrid weekly timers and book calendars. The look and feel of wood capture the ubiquitous trend and the need for connecting with nature. In many books, customers can choose between bright white or cream-coloured content pages and recycled paper. Other notable new products are the Cube, the all-over printable cube of sticky notes, as well as the Concept Card with double-sided printable content paper for folding to the size of a bank card. The applications are as varied as the potential customers: from the network of trails in a zoo to the fixture list of the next volleyball season.

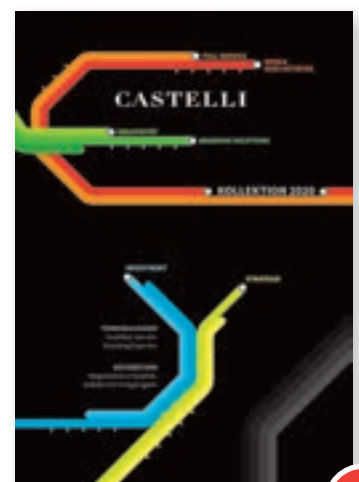
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NEU

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Versatile writing instrument

The icon of the new era of the writing instrument specialist Stilolinea is called Elis. Elis is a new stylish writing instrument for use in modern advertising concepts. Elis is manufactured according to Stilolinea's high quality standards at its headquarters in Turin in northern Italy. Finely balanced from tip to shaft, the wide, wavy clip provides the ideal space for printed logos and trademarks. The ingenious feature of Elis: The new trendy writing instrument is available in various designs, combinations and variations, with a gigantic colour palette of 34 colour options. More information about the many models and variations of the Elis series is available at Stilolinea.

Continuous presence

By simply turning the Hepla biennial calendar, the current date can be set. The two-part, printable housing is available in six colour combinations. On request, special colours and even large quantities are available at short notice thanks to in-house production. A German calendar with public holidays and a calendar in English are available as standard items. On request, other languages can be implemented. Three months are clearly arranged to view at a single glance. On request, the calendar can be finished at the in-house print shop by using pad printing.

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Workout for the office

Punching, kinking, stapling: these used to be the classic disciplines in the office triathlon. Today, the promotional product specialist Halfar® presents its attractive urban writing case Work with lots of possibilities to ensure orderliness in the workplace. Closable with a zip, business cards, bank card formats and A4 documents can be stowed in the many compartments. The outside features a slip pocket between the fine light grey melange and the black polyester. A writing pad is integrated inside. The obligatory loops are ideal places for pens, keys, USB sticks and more. In addition, a smartphone or tablet can be set up in a practical flap: This turns an analogue folder into a digital presentation tool. More clever ideas for the office and business can be found in the latest Halfar® pocket catalogue and at www.halfar.com.



P.COLLECTION

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Cool style

The Stabilo style is characterised by its modern design and comfortable, extra-wide push-button. This qualitatively convincing ballpoint pen boasts up to five modern standard colours and a jumbo refill. In terms of customisation options, the pen has become a versatility specialist. It is available in the plastic version as a full-colour model with a white shaft and coloured tip as well as in a frosted look. The elegant metal variation comes with a metal shaft and coloured tip. Transparent elements and soft-touch finishing are also possible. The choice between plastic and metal clip leaves room for even more individuality. A preferred colour is available with the Stabilo style from 5,000 pieces. An advertising message can be placed on the shaft and plastic clip, and finishing using relief printing is also possible.

Timeless book covers

The timeless protective cover from Bühring, similar to the Theresa passport cover, can be used for books, notebooks or book calendars. It can be used for several years. Welded book covers made of plastic film are produced in Germany. An advertising message can be created as discreet blind and colour embossing, in screen or offset printing. All the colours of the rainbow are possible for the optical appearance of the plastic film. Imitation leather, genuine leather, wool or PET can be chosen for higher-quality book covers, with an optional slot pocket for a matching bookmark. Bühring also produces these sewn book covers in Germany. The delivery time for book covers made of plastic film is about four weeks after release of the sample and logo, depending on the quantity, material and colour. Sewn book covers may require two weeks longer.



PSI 40807 • Gabriele Bühring
Tel +49 4154 79540-0
Vertrieb@Buehring-Shop.com
www.buehring-shop.com



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

New pithy colours

Writing instrument specialist Staedtler presents its Textsurfer in six new pastel colours and three new vintage colours. In addition, the classic among highlighters comes with a black marker. The ten new colours expand the colour spectrum to 18 luminous colours and leave nothing to be desired. In addition to a classic office version, there is a colourful rainbow line as well as a variation with black or white housing. Custom-made combinations of the different components are also possible. A highlight is the new black highlighter which can blacken text passages: Top secret, so to speak. All Textsurfers are Made in Germany and can be finished by pad printing and screen printing.





Customisable printing on pencils

At www.Bleistiftdruck24.de you will find the new shop of aYoh GmbH for individual printing of pencils and other writing utensils. Despite increasing digitalisation, much is still written by hand. The promotional product industry can utilise this fact to its advantage and cost-effectively design individual promotional pencils for its customers via the new online shop. aYoh can print pencils in 4c digital plus white plus paint without extra charge from a single pencil with the desired data within a very short time. No matter whether on a variety of models from different manufacturers from aYoh stock or on their own pencils. The Berlin-based company offers pencils and writing utensils in various configurations. A special distributor login creates further advantages. On request, the company also stores goods, prints them and sends them on call. It is also possible to personalise the writing instruments. To this end, aYoh merely needs an Excel file with individual names.

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Nature-loving and chic

The smart Allwood wooden ballpoint pen from e+m Holzprodukte is now available in pine and elm as well as in coloured versions. European woods from local forests are used for this product. The ballpoint pen has a push-button mechanism, an attractive clip and a wide-writing refill. Personalisation can be carried out on request by using printing or laser engraving. The Allwood is produced entirely at the long-established manufactory in Bavaria in Germany.

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



Mega versatile

The mega desk calendar from terminic is a planning and note-taking tool made exclusively from FSC®-certified paper and cardboard from sustainable forestry. With two pages per week, it offers sufficient space for appointments, tasks and reminders. The integrated three-month overview is a comfortable basis for planning and provides plenty of space for advertising. With full-surface printable upper and lower covers, the advertising message remains in view 365 days a year. By purchasing certificates for corresponding climate protection projects, customers can have terminic calendars produced climate-neutrally. You can choose from two calendar models measuring 340 by 140 millimetres in size with exclusive design possibilities: mega 1 with a high-quality cardboard cover and mega 2 as a hardcover version with a glossy foil cover. Both models have either a black-red or black-blue calendar together with Wire-O binding in various colours.



PSI 41308 • terminic GmbH
Tel +49 421 87145-77
info@terminic.eu
www.terminic.eu

Sustainability in mind

Natur pur is Spindler's answer to the trend towards increased environmental awareness and the associated demand for appropriate products. Spindler's new Natur pur product line consists of 50 % grass fibres and FSC wood fibres. The Wire-O Natur pur notebook No. 33500 in DIN A5 format made entirely of grass paper with 50 sheets and a rubber band holder for a pen is deliberately produced with sustainability in mind. The pen holder is optionally made of a grey or black rubber band.

PSI 49668 • Spindler GmbH
Tel +49 7172 93789-12
mail@spindler-gmbh.de
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www.spranz.de

Regular place for mobiles

The white Metmaxx® Present&Charge wireless charger is a photorealistic digital eye-catcher: The combination of a mobile phone holder and wireless charging station that can be ordered from Spranz is suitable for almost all modern and future mobile phones. Modern devices are charged by activating the induction charge, older models by using the adapter. The latter is not included in the scope of delivery. The holder is five-fold adjustable for all sizes, thus ensuring that the user never loses sight of the data. The Present&Charge convinces with its excellent price-performance ratio. As it is also foldable, this extremely slim product can be used as a mailing or trade show product. A one-metre-long USB cable is included.

Bienenfreuden



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

Angular character piece

Angular. Dynamic. Smooth: Trias, the ballpoint pen from Klio-Eterna, oozes with character. Its special design and ergonomic angular structure ensure a tactile experience. With six instead of the usual three edges, this ballpoint pen has seven printing surfaces for creative advertising possibilities. In addition, the wide clip can be attractively individualised in conventional printing processes as well as in digital printing. The special, cool-elegant metallic finish harmonises with the new Soft Frost versions with a rubberised, pleasantly soft surface structure. It is available in 16 standard colours and 4 bright neon colours as well as in special colours according to PMS, RAL or HKS. Like all writing instruments from Klio-Eterna, the Trias also has a high-quality Silktech quality refill. The extensive mix options create flexibility. Almost all variations are conceivable and possible. For the environmentally conscious, the Trias High Gloss is also available as a sustainable recycling version.

Scrapbook for first graders

Anyone looking for a high-quality, durable, yet affordable gift for a school bag will find it at Good Life Books & Media. The Bavarian company has a creative scrapbook in its product portfolio. First graders can record all the special and exciting moments of their first day of school and their time as a school beginner. There is space for a self-painted image of the school bag, for the name of the child's favourite teacher, for the first self-written words and much more. Tick, draw, narrate to imaginatively create a colourful and happy scrapbook. Good Life Books & Media offers this and many other gifts for first graders as stock items from 50 pieces at an attractive volume price. Of course, branding is possible. A book product in a corporate design that is individually tailored to the customer or a brand can be created from 3,000 copies.



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info@goodlifebooks.de
www.goodlifebooks.de



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

Strong performance

Construction, the multitasking ballpoint pen from Troika, is a planning aid and tool case in one. Various scales, a centimetre and inch ruler, a slotted and Phillips screwdriver, a stylus as well as a spirit level prevent anything from going wrong. The optionally painted or matt colour scheme of the all-rounder runs between the colours red and black. Like all members of the Construction series, it convinces with high-quality materials, premium workmanship and reliable technology.



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

Distinctive design

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


RITTER CARES


DER UMWELT ZULIEBE



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PSI 49656 • iLogoTech GmbH
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 singh@ilogotech.de
 www.iLogoTech.de

Powerful all-round talent

AlsterPlus, a premium brand from iLogoTech, combines a power bank and USB hub. The device features two 100W USB-C PD3.0 input and output ports and two 18W USB-A QC3.0 ports for fast charging. In addition, the powerbank has USB hub functionality, for example, to connect a Mac or iPad Pro with other devices. Besides that, a generous 27,000mAh/100Wh large battery pack is installed, which can also be used inside an aircraft because of its compliance with airline guidelines. The user can simultaneously load and synchronise data with this device. Simultaneous charging of devices, charging the power bank itself as well as data transfer are possible, also by using pass-through charging. A 100W USB-C charging cable and matching bag are included. Further information is available on request.



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

Plan and build

There must be a reason why the Tradesman's Folder has been a best-seller of team-d for many years. This chic, sturdy, handy folder is ideal for stowing everything essential for your current project. Closed with Velcro and measuring roughly 20 by 27 centimetres in size, the folder reveals all its splendour when unfolded. Depending on your requirements, the Tradesman's Folder can be ordered without content or optionally with accessories. There is a pocket rule, a carpenter's pencil and cutter knife as well as a 30- or 50-sheet A5 writing pad and ballpoint pen.



PSI 43416 • Schneider Schreibgeräte GmbH
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 Martina.schneider@schneiderpen.de
 www.schneiderpen-promotion.com

New rollerball pen model

Schneider has introduced the new One Change, the first refillable model of the popular rollerball series One. This modern, eco-friendly writing instrument with its high-quality metal clip is available to frequent writers as an elegant companion or accessory for important notes and document-true signatures in striking handwriting. The rubberised surface and colour contrasts give the otherwise elegant business look a sporty touch. However, it is not only refillable with cartridges, but with each cartridge change there is a brand-new tip which significantly enhances the lifespan of the product. There is space for two cartridges in the One Change. The ink cartridges are available in black, red, blue, green and purple. All inks of the One series are document true according to ISO 14145-2 and can be left open for two to three days without drying up.



PSI 42907 • Inspirion GmbH
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 info@insprion.eu
 www.promotiontops.eu

Support for the office

Inspirion presents its new Executive notebook as a hallmark of sustainability: Made of cork in DIN A5 format with rounded corners, the notebook is a shapely accessory for office life. The notebook is closed by a sturdy and durable rubber band. An extra bookmark is not needed as it is already integrated in the notebook. A total of 80 lined sheets with a paper weight of 70 grammes per square metre provide plenty of space to record all your notes.

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MARKER

www.schneiderpen.com/promotion

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 www.schaefer-global.com

Tidy atmosphere

Brixies® from Schäfer Toy Company are exceptional desk assistants for the office. The pencil boxes, for example, ensure things are tidy and do not submerge into chaos. With promotional products made from Brixies mini bricks, advertisers not only remain in the customer's sight but are also well organised at the same time. The world of mini bricks makes it possible to create individual models of your desire starting from an edition of 1,000 pieces, which make advertising messages more unique and tangible. Schäfer Toy Company, together with the customer, develops an optimal solution to present the company in the best possible way, from the specific model through to packaging design and individual assembly instructions. Due to the variety of shapes and colours of the high-quality ABS plastic bricks, the model diversity is virtually unlimited and always unique, even with small quantities. With a free Brixies box available on request, interested parties can convince themselves of the many possibilities and simple implementation.

Slim pen

The visually unobtrusive Brush Gum from Uma is a harmonious and elegant pen available in 13 colours. The matt chrome-plated plug and spring-loaded metal clip underline the appearance of the matt rubberised coloured housing. The Brush Gum is ideally suited for finishing with high-gloss lasering: Stylish contrast points can be set on the barrel as well as on the plug to put the desired advertising message in the best light. The integrated uma FlowMotion® refill impresses with its combination of refill tip, refill ball and the perfectly created writing paste Made in Germany. The uma team is at your disposal to request a sample, answer questions or offer finishing options. Individual optimal ballpoint pen options can be put together at www.uma-pen-konfigurator.com. The practical distributor search at www.uma-pen.com guides you directly to your nearest sales partner.

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 www.uma-pen.com



PSI 43892
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 Tel +49 6541 81290
 info@roemer-praesente.de
 www.roemer-praesente.de

Originally organised

The Rackpack Desktopter from Römer Präsente is an attractive gift set for talented organisers, nature lovers and wine lovers alike. With effortless ease, the original wine packaging becomes a chic desk organiser made of spruce wood. The Desktopter is filled with a 0.75 litre bottle of Rive Haute Merlot red wine from France and a writing set that includes a wooden ruler, pen, pencil, sharpener and eraser in a linen bag, a notebook and 100 black and red paper clips. A practical feature is the pocket for storing and charging a mobile phone. An advertising message can be attached by engraving or a branding stamp and with a Rackpack® is guaranteed to provide for a certain element of surprise for a long time.



PSI 46708 • moynd GmbH
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 www.moynd.de

Creative gift

The multiple-use self-adhesive myStick colouring pad from moynd is the perfect give-away for young and old, a nice alternative to colouring books. A cover sheet offers plenty of space for integrating a logo or contact details as well as a variety of advertising information. The colouring pages of the colouring pad occupy the customers' children in a creative way. The self-adhesive paper of the colouring pad can simply be affixed to a table thanks to a water-based, solvent-free adhesive. Advantage: It cannot slip during colouring. The colouring pad can be repeatedly removed and repositioned without any annoying adhesive residue. It also adheres to paper and numerous smooth surfaces.

RETTET DIE BIENEN

Bienen Klappkärtchen



Bienchen Samenpapier



Flower-Balls die Samenbomben für Urban und Guerilla Gardening



Bienenretter-Stick





Adrian Rigoni

Start of the third generation

On 1 January 2019, Adrian Rigoni joined the family-run company Heri-Rigoni GmbH and strengthened the sales team of the promotional product brand emotion factory. With several years of experience in the stamping and writing instrument industry, Adrian Rigoni also took over the distribution of stamping pens to South America. After completing his commercial training, he graduated with a degree in business administration and gained experience in an international environment through activities such as in Taiwan and Ecuador. Most recently, Adrian Rigoni worked as a product and pricing manager in Central and Eastern Europe Sales for a German car manufacturer in Prague. Adrian Rigoni represents the third generation of the family-run business that was founded by his grandfather in 1961 and managed by his father and uncle.

Heri-Rigoni

www.heri.de – www.emotion-factory.com



Pierre Latta

Reinforcement in the team

After successfully completing his training as an IT specialist for application development at Offene Systeme Software! in Schwetzingen, Pierre Latta became a permanent member of the team at the beginning of January 2019. During his training phase, he had already made a very good contribution to the team and gained a lot of specialist knowledge in the industry. Pierre Latta already provided support at the GWW Trend and was able to gain good insights into the industry. www.ks1.de

Offene Systeme Software!



Patrick Breuer

New key account manager

Design specialist koziol has welcomed a new employee to its incentive team. Patrick Breuer is the new contact person for the professional promotional product trade and agencies in the Northern area, thus following Stefan Lorenz who is now devoting himself to new challenges in the export business. The sales expert is a dedicated career changer and now brings his many years of sales experience to koziol. koziol »ideas for friends« as for friends GmbH is known worldwide for its original design products. www.koziol.de

koziol »ideas for friends«

Letter to the editor from Stephan Koziol on the views expressed on “marketability” in the March 2019 issue of the PSI Journal, page 90.

Dear Mr Freter,

Congratulations on your “opinion” in the March 2019 issue of the PSI Journal. That is a clear statement that we of course endorse. We have also experienced how absurd communication in this matter is when we had to obtain a restraining order against Aldi Süd after we were unable to persuade them to end their consumer deception. We did not want to annoy Aldi, but simply to ensure that no false ideas about what is possible are propagated to the public.

koziol

More than 2000 years ago, the Greek philosopher Epiktet knew that not facts but rather opinions about facts determine co-existence. Our perception is not determined by what is actually the case in this world, but by the reality we construct ourselves.

The framing template that ARD created to defend its monopoly position and which was also paid for by the compulsory fee is a recent example. Whilst we are familiar with the hazardous bamboo waste that is sold as organic products and often offered in organic shops, “where there is no plaintiff, there is also no judge”. Basically, regulatory agencies are simply not interested.

The “eco” guise is an effective shield. It is all the more valuable that we have a voice with you that is not just oriented toward political correctness. Many thanks.

Best regards from the Glücksfabrik,
Stephan Koziol



Palupas shoe becomes GC Footwear

As of now, Berlin-based palupas shoe GmbH is operating under the name GC Footwear GmbH. According to Managing Director Eylers, the name change took place against the background of the new umbrella brand strategy and goes hand in hand with a new corporate identity. The myFotoFlips brand, which is well known in the promotional product market, will continue to exist and expand. Beside myFotoFlips, the consumer brand palupas had led to confusion, especially in the promotional product market, according to the Berlin-based company. Both brands will be listed separately under the umbrella brand "Global Custom Footwear". Ownership and the proven personal service remain unaffected by the name change.

New brand strategy

The contact details of the new company are: GC Footwear GmbH, Plauener Str. 163-165, D-13053 Berlin, Tel.: +49 30 60986990, info@gcfootwear.com, www.gcfootwear.com

Reinforcement in key account management

In order to continuously improve service for its customers, to develop the Altenburg location nationally and within the Cartamundi Group, and tap into the existing market potential, Josephine Thomas – previously employed as a customer service representative – has been working as a Key Account Manager for customers since February 2019, actively supporting them in the development of new games. www.spielkarten.com



ASS Altenburger

Josephine Thomas

New Head of Marketing

As of March, Christian Born will head the marketing department of Geiger-Notes AG. The 44-year-old succeeds Heike Lübeck who took over management of the subsidiary Mypromo Service GmbH at the beginning of the year. Six employees work for the manufacturer of calendars, notebooks and sticky notes to meet the needs of the promotional product market and to anticipate them first – from the creation of sales literature and the organization of trade shows to online marketing. www.geiger-notes.ag



Geiger-Notes

Christian Born

New impulses in the team

Since January, Jürgen Becker has been working as the new Area Sales Manager Europe supporting the field sales team of the writing instrument manufacturer Klio-Eterna. With his extensive language skills and dedication, the motivated young sales representative serves international customers and business partners in Scandinavia, the Benelux countries, France and Austria. "With his open nature and his previous sales experience, he optimally complements the team and provides a breath of fresh air in personal customer service and advice," says Klio. Jürgen Becker was already able to celebrate his baptism and premiere at this year's PSI in January. In addition, there is also a change in customer service for the German sales areas North and North Rhine-Westphalia. From March 2019, Dilara Süme will be responsible for the postal code areas 1, 2 and 4. "With her open, friendly nature and her quick thinking, Dilara Süme will ideally complement and support the team in customer care," says the company. As she is already familiar to many customers and partners from telephone customer service and has already been introduced to the tasks of a customer adviser, the internal change was quickly completed. www.klio.com



Klio-Eterna



New impulses in the team at Klio-Eterna: Dilara Süme and Jürgen Becker.

Official merchandiser of BUGA 2019

profipresent.com GmbH, based in Kupferzell in Baden-Württemberg, is the official merchandiser of BUGA Heilbronn 2019, the federal horticultural show. Thanks to its many years of experience in providing fulfilment solutions, the full-service agency for haptic communication offers both an individual and diverse product range as well as solutions for international companies as well as retailers. As a strong promotional product and textile partner, the company founded in 2010 by Kerstin Berner-Göbel and Roland Göbel supports its customers in finding the right quality and content for their brand communication. “Our goal is to ensure that every visitor can take home a nice memento and we make a small contribution to ensuring that BUGA Heilbronn remains positively in everyone’s memory for a long time”, emphasise profipresent.com owner Kerstin Berner-Göbel and Roland Göbel.

profipresent.com

Sustainable and practical

On the one hand, emphasis will be placed on sustainability when selecting the products, as shown by textiles made from organic cotton as well as lunch boxes and drinking bottles made from BIO-PE. On the other hand, consideration will be given to very practical products which could be used directly on site at the federal horticultural show, such as sun lotions, sun hats and picnic blankets. There will also be classic souvenirs such as coffee mugs, napkins and magnets. For children, there will be specially developed BUGA colouring books and mini-balls, and those looking for a highlight will find what they are looking for in the specially designed watches or the decorative ribbon collection. Karl, the popular BUGA figure, will appear on or in a whole series of products. He will decorate postcards, breakfast boards and book-marks and will be available as a magnet and pin. He will be available in miniature format as a key fob and of course as a figure.



A small selection of BUGA products.

Preparations are in full swing

In addition to smoothly functioning logistics, work is also underway on the professional and appealing presentation in the pavilions as well as in the webshop. As a merchandising partner, profipresent.com wants to convincingly convey the brand messages of BUGA Heilbronn 2019 in all areas by means of haptic communication. All products will be available in the two BUGA shops on the grounds of BUGA Heilbronn 2019 (17 April to 6 October 2019) as well as online at www.buga2019shop.de from the beginning of April. www.profipresent.com

“Special Mention” award for Brainbow

Deniz Gündüz-Pielsticker, Managing Director of Brainbow Promotional Items GmbH based in Krefeld, recently received the German Brand Award in Berlin. Brainbow was able to convince jurors in the category “Excellence in Brand Strategy, Management and Creation – Brand Design” with the title “Special Mention” of the new corporate design. Brainbow has been designing customised promotional products for over 20 years and has now been given a more modern look, designed by its long-standing partner Richardtzbildung & Mehr KG. Only companies that have been nominated for the German Brand Award by the German Brand Institute, its brand scouts and expert committees can participate in the competition. As an agency, Brainbow specialises in producing special, individual promotional gifts. Since its establishment in 1996, Brainbow has been supporting long-standing and new customers on a partnership basis. The focus is on the all-round service: Brainbow looks after the entire process from the idea to delivery to the customer.

www.brain-bow.de/brainbow.html



Deniz Gündüz-Pielsticker and Reiner Richardtzbildung & Mehr KG (from left) is delighted to receive the award.

New sales management

As of 31 March 2019, there will be personnel changes at the promotional bag specialist Halfar. The former long-serving sales manager Peter Leseberg is leaving Halfar for private reasons. The sales management for promotional bags will pass seamlessly into the capable hands of Jens Brand, who has so far successfully steered the fortunes of the sales division in northern Germany. Replacing Brand is Jan Polikeit, most recently account manager in the sales team for northern Germany. He now joins the area sales management for northern Germany. Simone Rath, who has also been successfully working for Halfar in marketing and product management for many years, will be responsible for the overall marketing. According to Halfar, Peter Leseberg is leaving “much to the regret of the company” to live with his family in his hometown. Leseberg had been previously working in the promotional product industry before he



Peter Leseberg



Jens Brand

joined the company on 15 September 2005 as head of sales and marketing for the promotional bags business unit. The managing directors Armin Halfar and Kathrin Stühmeyer-Halfar “very reluctantly” say goodbye to Peter Leseberg but have full understanding for his privately motivated decision. One of Leseberg’s particular achievements over the years of steady growth has been the establishment and further development of the Halfar brand as well as the management of the sales department which focuses on the professional promotional product trade. Like the management, Leseberg is confident that competent colleagues from the company’s own ranks will continue to carry out the tasks ahead. www.halfar.com

Halfar System GmbH



Simone Rath



Jan Polikeit

KEY tools win German Design Award 2019

The many awards for Richartz products now include a new, significant one: the KEY tool product family from the Solingen-based specialist has won the German Design Award 2019. The German Design Award is the coveted international prize awarded by the German Design Council and is one of the most recognised design competitions worldwide. “Since our inception in 1953, one of our central tasks has been to observe, analyse and evaluate the international design scene,” explains Andrej Kupetz, Managing Director of the German Design Council. “The annual award winners not only exemplify the economic and cultural value of outstanding design, but also provide orientation and represent current themes and

Richartz

design directions,” adds Kupetz. The wording of the jury’s verdict on the RICHARTZ KEY tools®: “The high functionality of the tool series is impressive. Cleverly designed tools which require very little space due to their slim design and therefore fit any keychain and are always ready to hand.” The small compact pocket tools are made of high-quality matte-blasted stainless steel and are indispensable companions that fit any keychain. They are used very successfully as promotional products worldwide because they convey and communicate important corporate and brand messages, such as versatility, precision, innovation, etc. www.richartz.com



The KEY tool product family: high functionality and cleverly designd.

Just over a month after the PSI, GWW launched Newsweek on 19 and 20 February, as early as never before in its trade show year. In addition, the annual general meeting of the association was embedded between the opening Industry Customer Day and the Trade Visitor Day on the following day.

Start of Newsweek and GWW annual general meeting

GWW enters the new year with confidence



The venue for the Newsweek launch and the association conference was the imposing Historic Town Hall in Wuppertal.

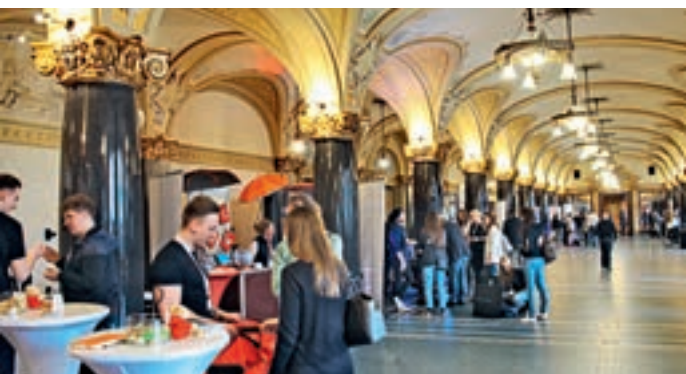
The organisers of GWW (Gesamtverband der Werbearbeit-Wirtschaft e.V. – the German promotional product association) managed to secure the imposing Historic Town Hall in Wuppertal as a worthy and stylish venue. As GWW put it, organisational reasons prompted the association to bring forward the originally scheduled start date in May to February. The earlier rescheduling of Newsweek met with a mixed response from exhibitors and distributors due to the recentness of the PSI and the proximity of several in-house trade shows.

Trade Visitor Day reintroduced

“Even though a lack of availability of suitable venues led to the start date being brought forward, the desire expressed in the past few years for a much earlier tour start was at least partially fulfilled”, explains GWW CEO Ralf Samuel and adds, “because the stands had already been set up, we used them on the following day to meet another wish many consultants had expressed in the past and offered a Trade Visitor Day where consultants could inform visitors about new products and trends.” GWW in-



Dominated by exhibiting manufacturers and suppliers, the Industry Customer Day was bustling with activity.



In the foyer, the counters of the promotional product distributors and consultants were positioned to greet their customers.

egrated its members' meeting into the Trade Visitor Day as it had already been scheduled to take place in February 2019. "This minimised the costs and effort of our members as many of them were going to be there anyway," adds Samuel.

Lively Industry Customer Day

Despite the difficulties to meet all interests and wishes on the part of the suppliers and the trade, the Industry Customer Day at the beginning of the two-day event was quite promising. 41 promotional product consultants from the region – whose reception counters were located in the foyer – had invited their customers to show them the latest creations from the world of haptic advertising. No fewer than 87 supplier partners had gathered in the large hall of the Historic Town Hall which – normally the scene of concertos – was now being "played in" by product specialists with their promotional product instruments. 482 visitors seized the opportunity to personally review and test these sustainable "instruments". The organisers of the GWW registered an increase of 28 percent in comparison to the Newsweek kick-off last year. The attendance level on the following Trade Visitor Day was a bit more sobering: The organisers counted only 134 guests from the spectrum of professional distributors and consultants.



Also impressive: The large hall of the Town Hall which normally hosts concertos was "played in" by an ensemble of exhibitors this time.

Lecture on the new packaging law

GWW aims to always provide its members with the best possible benefits and support to do business successfully in the smoothest possible manner. In light of the new packaging law, at the end of the first day of the trade show Stephan Pult, communications officer of the foundation ZSVR (Stiftung Zentrale Stelle Verpackungsregister) and Sebastian Siebert, industrial engineer at the service provider take-e-way, provided detailed information about the law and its regulations that entered into force in January 2019, as well as about practical experience gained in complying with waste obligations. Together with host Kai Koschorrek (lawyer), who has already advised the GWW in many legal questions, they later answered questions raised by the attentive audience. Although not all questions could be answered in the sometimes quite emotional panel discussion, there were at least three proposals to be considered by ZSVR, which, if confirmed by the foundation, would offer considerable relief to the industry. (The lectures of the speakers Pult and Siebert are accessible to GWW members in the members' section of the website.) At the end of the Industry Customer Day, GWW invited guests to a well-attended get-together which ended with a delicious dinner.

Full agenda

The key topics of the GWW members' meeting were the current results of the promotional product monitor and impact study, a report on the financial and economic situation of the association, current projects such as the image campaign PRO Promotional Product, a uniform file format developed by the digitalisation working group for process optimisation in offer and order processing as well as the status quo in improving the tax conditions for the



Expertly presented effective promotional products not only boast a high recall value but also ensure a congenial atmosphere.



promotional product, on which the tax consultant Dr. Janine von Wolfersdorff reported, as well as a request to re-organise the fee structure.

Promotional product monitor and impact study

CEO Frank Dangmann opened the annual meeting and presented the most important results of the two representative surveys which attest to the overall positive development of promotional products. However, it will remain the task of GWW to strengthen the role of the promotional

product as a sustainable advertising medium through increased PR and public relations as well as political activities. Strong arguments in this regard are provided by the new impact study which gives the promotional product top marks in terms of prevalence of use, long-term impact, reach, recall value and influence on the purchase decision – even compared with other forms of advertising. For this purpose, GWW has published an informative

brochure as an argumentative tool for promotional product consultants, which is available in print form as well as digitally (even partially).

Association grows

Ralf Samuel's report on the association's past activities highlighted inter alia the further growth of Newsweek ("the most successful Industry Customer Trade Show in Germany") and Trend, as well as intensified dialogue and ex-

change with ZAW, enhanced cooperation with BGA and the appointment of Frank Dangmann into its executive board. The GWW is currently represented in the ZAW handbook with at least eight pages. According to Samuel, there was an increase in membership at GWW: 41 new members compared to 15 departures. The association currently has 369 members. According to Frank Dangmann, the target for the coming years is at least 500 – which seems urgently necessary given the increase in political weight.

Current projects

Following the report on the financial and economic situation by Bernd Frings, the report by auditor Wolfgang Schmidt and the presentation of the budget for 2019 by Ronald Eckert – which includes a personnel reinforcement in the administrative office – current projects were presented, such as the PRO Promotional Product campaign



At the end of the Industry Customer Day, GWW invited guests to a get-together which ended with a delicious dinner.



Stephan Pult, Sebastian Siebert and host Kai Koschorrek (left to right) answered questions from the auditorium regarding the packaging law.

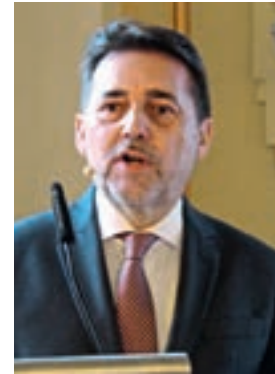


At the annual general meeting: Full house and undivided attention to the concerns of GWW.

by Manfred Schlösser, which will initiate a public relations campaign to “make the industry aware of the added value of the promotional product”. To this end, PRO Promotional Product has generated a database of 300 validated addresses from the specialist public as well as media of the general public in order to regularly provide appropriate, targeted information and content. “The ‘transmitter’ has now been put in place and can now transmit,” said Schlösser. In addition, further communication activities are planned in the form of “noteworthy” advertisements supported by corresponding editorial content. The results of the digitalisation working group were presented by the new project manager Daniel Jeschonowski, Jürgen Geiger and Martin Heinemann. Following further content-related examination, the newly developed file format “*.gww”, already mentioned above, is expected to soon be available to members as a common standard that simplifies data exchange.

Tax problem: Comprehensive reform approach

Subsequently, Dr. Janine von Wolfersdorff, tax consultant and managing director of the Berlin Institute for Finance and Taxes, who has supported GWW for some time in its political work in Berlin, provided information on the current status and tendencies to improve the tax conditions for the promotional product. She reported that there had been positive impulses: “Something is slowly but surely gaining momentum. The politicians in question are now familiar with the issue. Discussion on the reform of the taxation of promotional products was triggered by the GWW which was the first to draw attention to the issue,” said von Wolfersdorff, who also reported that the leading business associations in succession of the ifst (Institute of Finance and Taxes) in Berlin had accepted the tax problem and aspired to a cross-industry approach to reform, not just a short-term separate reform of the business expenses tax deduction ban.



GWW CEO Frank Dangmann opened the meeting.



Dr. Janine von Wolfersdorff provided information about the current status and tendencies of tax developments regarding promotional products.

Appeal to members

Other speakers at the meeting included Ralf Hesse, who presented the activities of the GWW Advisory Board in 2018 (including four round-table discussions between supplier and sales representatives) and Karl H. Helesic of the GWW Arbitration Board, who reported on successful mediation in various disputes. The model subsequently presented by Executive Board member Sven Weiß for the reorganisation of the GWW fee structure was largely rejected after a lively discussion. In his closing remarks, Frank Dangmann thanked the members for their support and commitment. The Chairman reiterated the need for a strong industry association and called for continued support of GWW and to campaign for the interests of the industry in the committees: “Together we can develop strategies and achieve further success for our cause.” Directly following the Trade Visitor Day, there was an opportunity to attend a further lecture on the new packaging law. <

GWW – Further dates in 2019

NEWSWEEK

- 6 May, Dresden
- 7 May, Berlin
- 8 May, Hamburg
- 13 May, Nuremberg
- 14 May, Munich
- 15 May, Stuttgart
- 16 May, Offenbach
- 21 May, CH-Spreitenbach, PSF Forum (exclusively for trade visitors, consultants)
- 22 May, CH-Spreitenbach

Summer meeting and TREND

- 26/27 September, Wiesbaden

The product show of Plan Concept took place for the eleventh time in the foyer of the Colosseum Theatre. Impressive as always was the historic setting: A former Krupp factory building, a monument to early industrial culture and a popular venue for product shows. Even if the scenes on the red carpet are the same every year, the specialist is constantly evolving.

Plan Concept: Promotional product trade show in Essen

Red carpet for promotional greats



Unmistakable: The red carpet is synonymous with the promotional product trade show at the Colosseum Theatre in Essen.

Anually recurring events such as the promotional product trade show in Essen are a familiar face for the visitor. After arriving, he looks around and heads out of curiosity for the first stand. Nice to see so many familiar faces again and to hear what is new. Far too seldom does the person strolling in front of the stands realise that, depending on the season, the exhibitors have sometimes been travelling for weeks and that the organ-

isers have spent many months preparing for the event. The promotional product trade show in Essen on 14 February was once again the culmination of weeks of hard work which had been professionally organised by Nicole Brandenburger, “almost as an aside” so to speak, because for many years she has been a mainstay in sales at Plan Concept. Professionalism across the board, even behind the stands: the representatives of the 51 exhibitors who came together in the impressive foyer of the Colosseum

Theatre had already internalised their new product presentations in the middle of the in-house trade show season, thus ensuring that they easily managed to enthuse the 345 visitors. All in all, the trade show was once again a well-attended, successful event that displayed a broad spectrum of promotional products and applications. We discovered all sorts of interesting things.

Practical things for travelling

All valuables are safely stowed, discreetly concealed and yet quickly within reach: Travelling is a joy with the practical “Seat Belt” from Troika. The ultra-slim belt worn under the sweater offers space for tickets, a smartphone and other items, as well as an RFID-protected card slot. This makes it the ideal companion for holidays and business travel, concerts and events. “Espresso doppio”, the elegant, double-walled stainless-steel cup, is also extremely versatile and pleasant to use on the go. As the name implies, it is handy, easy to carry and not too big, just perfect for a cup that you want to enjoy warm on the go – without any coffee spilling over. Although the name “Juice Bag” might suggest many things, the chic tablet bag bearing this name complements the range of equally stylish and useful accessories for every day. “Here you have everything at a glance in front of you,” explains Uschi Kindlein, who shows us the functional inner parts of the bag. “In addition to various compartments, there is also an integrated charging cable with a power bank to ensure that devices and smartphones are always operational.”

Digital things fascinate

Innovations from the digital world are always inspiring and it becomes particularly exciting when analogue and digital principles connect. Like the Intraco “e-notebook” that Jaques Nieuwkamp demonstrated. Even though the idea is not entirely new, it is implemented by the Dutch electronics specialist in a high-quality product: A notebook that communicates with a smartphone or tablet via Bluetooth is written on with a pen whereby the handwritten text becomes visible in



Completely satisfied: Managing Director Stephan Speckbruck and Nicole Brandenburger, the lead organiser of the event.

the electronic tool. Once the required app has been downloaded for free, you can then save, edit and send texts via various channels. To ensure that everything is always freshly charged, Intraco also supplies a patented multi-charging cable with a triple plug and a USB-C connection for high-speed data transmission – a pioneering product of the latest generation.

Sweet trend

Sweet things are still popular. In Essen, too, we met several confectionery exhibitors who, by their own account, do not necessarily feel like competitors. Because even if their assortments overlap from time to time, each has its own specialities, special expertise or services. For example, Zuckerbäcker, the young company from Heilbronn: “We offer packaging options in various price segments, which we fill individually according to customer requirements,” says Milena Ferenc. Packaging can be individually designed for



Signs are still reminiscent of the past of today's Colosseum Theatre: The listed industrial building once housed the former 8th Mechanical Workshop of Friedrich Krupp AG.



Milena Ferenc from Zuckerbäcker: Sweet things are trumps.



many products. Also industry, seasonal or Christmas products are very popular among customers. The company attaches particular importance to its suppliers: "We work exclusively with German manufacturers. This applies to both the products themselves as well as the packaging." Short distances and hand-assembled packaging ensure that the customer receives only high-quality fresh sweets, chocolate nuts and other confectionery.

Sustainability is everywhere

Sustainability is omnipresent because the term is strained in every imaginable context. At Maximex, however, it is

says Carlos Nogueiras when explaining the printable article which can effectively reach environmentally-friendly target groups. These are just a few examples of what was on the red carpet of the Colosseum Theatre.

Digitalisation intensified

What the observer recognised without difficulty and the exhibitors confirmed was that the visitors in attendance at the Colosseum were as lively as usual, the discussions fruitful and the customers seriously interested. Echoing this, the senior management team of Plan Concept, Stephan Speckbruck and Christoph Ruhmann, expressed their satisfaction with the course of the trade show. Not least of all, this success is due to the development processes that were initiated in the previous year and are now being continued. "At the moment, we are particularly pushing ahead with digitalisation, especially in the areas of process operations, controlling, warehousing and finishing," explains Speckbruck. "Here is where connect-io is significantly involved as part of the company group. Software and IT specialists support us in the conception and implementation of high-quality solutions for promotional products and merchandising, social media, marketing and e-commerce." This is how Plan Concept increasingly succeeds in offering customers tangible added value with digital services. This wide range of services is rewarded: "In the course of the year, we were able to acquire nine new full-service customers as well as expand our third-party business," continues Stephan Speckbruck. "Our strengths lie in fulfilment and service, and we will continue to focus on that." This also means that even small quantities can be finished. Various procedures were presented at the trade show. And as mentioned earlier, Plan Concept is strategically focused on continuity and stability. Therefore, junior staff are trained in-house as much as possible and further vocational education is strongly encouraged. Two more trainees have just been taken on. All in all, the goals formulated last year for the company's 25th anniversary have edged a little closer. <



Jaques Nieuwkamp from Intraco presented high-quality digital products.



Uschi Kindlein and Linus Böll presented the creative assortment of Troika.



Lots to see at the Maximex stand: Carlos Nogueiras (front right) was particularly pleased about the great response to the Veggie Bag.



Christoph Ruhmann (2nd from left) and an employee explain the digital services that Plan Concept is developing with its subsidiary connect-io.

implemented in a practical product that in turn helps the customer to actively live the idea of sustainability – the Veggie Bag. This closable bag is made of a mesh fabric made from recycled PET bottles. "The air-permeable bag is suitable for purchasing and storing fruit and vegetables, is lightweight, space-saving, foldable and also washable,"

cept is strategically focused on continuity and stability. Therefore, junior staff are trained in-house as much as possible and further vocational education is strongly encouraged. Two more trainees have just been taken on. All in all, the goals formulated last year for the company's 25th anniversary have edged a little closer. <

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For the first time, an exclusive special edition from koziol has won the prestigious German Design Award. The Aptawelt Learning Plate Set for Toddlers was specially designed for a brand campaign on behalf of Aptamil. The award ceremony took place at the Ambiente, the consumer goods trade show in Frankfurt.

koziol wins German Design Award for Learning Plate Set

Award-winning plate for learning to eat



Delighted to receive the award (left to right): Uwe Thielsch, Farina Keller and Mirella Perticone, Michael Neubauer, Stephan Koziol.

The Learning Plate Set specially designed for Aptawelt playfully introduces toddlers to eating independently and supports the development of their motor skills in their second year of life. Whether at the family table at home or as dinner utensils on the go, the practical Aptawelt Learning Plate Set enables parents to serve their toddlers balanced meals in a fun way. In this product, the multifaceted functional requirements have been perfectly translated into a modern design, thus creating a contemporary connection between the latest high-tech materials, leading-edge design language and high functionality.

Promotional products with nutritional value

The Learning Plate Set was specially designed for a brand campaign to help parents to ensure a balanced, age-appropriate nutrition for their toddlers and thus contrib-

ute to a healthy development, such as that of their immune system. Aptamil chose koziol as its partner for the development of this promotional product as the company offers professional design consulting in conjunction with in-house product development. The set was also manufactured at the company headquarters in Erbach im Odenwald, which guaranteed a particularly high and above all pollution-free product quality. Since May 2017, more than 250,000 Learning Plates have been distributed to parents through the U6 examination conducted by paediatricians.



Multiple award-winning design

By its own account, koziol has been inventing, designing and producing high-quality household goods with an unmistakable design since 1927. This internationally multiple award-winning design evolved from a cooperation between the in-house design team and renowned designers and universities from all over Europe. Now for the first time with the German Design Award for an exclusive custom-made product.

<

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Not just for VIPs

The new wearable Lumitoys backlit LED badge puts every event in the right light. In addition to the usual on/off function, various lighting functions such as flashing and lighting can be selected by pressing a button. The custom-made insert cards are printable in full colour and can also be exchanged if required. Of course, the cord worn around the neck has a safety closure, and additional print on the frame of the badge is possible. On request, the badge can be supplied in individual housing colours.



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Care set for people on the go

The SaniStick hand sanitising spray and the Sun pocket lotion ensure perfect hygiene and sun protection at all festivals and outdoor events as a practical Clean & Care pocket set in a 4c printed carton box from KHK. Both care sticks are personalised with a 4c label. They can be individually ordered from 300 pieces, the set from 1,000 pieces. All KHK care products are produced in Cologne according to Cosmetics GMP, are of the highest quality and subject to rigorous testing (e.g. by Institut Fresenius). The SaniStick is manufactured according to DGHM/VAH guidelines, while skin compatibility is confirmed by Dermatest GmbH.



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Advertise with football highlights

Since its inception, Promowolsch has specialised in the production of high-quality plastic products for the advertising and sales promotion sector. The company sells its products exclusively through qualified promotional product consultants in all European countries. The product range includes the give-away segment such as flying discs, ice scrapers, bottle openers, fly swatters, rulers, sharpeners, memo boxes, money trays, buckets, shoehorns, clipboards, cups, ashtrays, parking discs and much more. The focus is currently on football highlights Made in Germany. All products provide enough space for advertising prints.

Green for colourful events

Fruit gums from Kalfany Süße Werbung, which are entirely organic as they are made from controlled organic ingredients, are naturally also available in compostable promotional bags. Thus, ecological correctness is also sustainably proven when it comes to promotional gifts. Target groups of all ages enjoy the sympathetic and sustainable appeal of the colourfully mixed fruit gums with their natural aromas in the classic premium bear design from in-house, IFS-certified production. Of course, other fruit gums, colours and flavours can be created if the customer desires.



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Water as a promotional all-rounder

Whether it be at trade shows, meetings or outdoor events, water is the number one thirst quencher. Sanders Imagetools offers this perennial favourite in a practical 330ml bottle, the shapely 500 ml Slimline bottle or water “medium” in the 500 ml bottle with a design sport cap. All bottle models are available at short notice from a quantity of 264 pieces. Completely new are the 500 ml bottle with “Fullbody Sleeve” (matt or high gloss) as well as water in the deposit-free Tetra Pak carton: with 500 ml content no throat remains dry even during strenuous activities. Both are available from 10,000 pieces.



New give-away generation

Richartz introduces a new generation of give-aways with its N3W-TOOL® product line. Both tools are extremely effective in terms of advertising due to their innovative functions. Moreover, they are sustainably made of stainless steel instead of plastic. The Tool shop is a space-saving combination of shopping trolley solver and bottle opener. The Snack tool convinces with its small fork and practical bottle opener. Both articles

also have a centimetre and inch scale. An attractive folded card, which can be customised from a print run of 250 pieces, transports advertising messages perfectly.



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Modern nostalgia

From advertisements at New York City Times Square to Las Vegas casinos, neon lights illuminate the darkness in many colours and create a very special atmosphere. On a smaller scale, the same impact can be achieved with more economical and durable LEDs, as demonstrated by Technoline's motif lights. In vibrant colours and with popular motifs – such as a red heart, pink flamingo, snow-white unicorn, green palm tree, blue cloud and orange-green pineapple – the motif lights complement any decoration either individually or together. The base under each motif offers plenty of space for advertising.



Das Nonplusultra für die Generation Game: Rucksack **HASHTAG**. Mit integriertem Powerbank-Kabel, USB-Auslass und drei (!) gepolsterten Fächern sorgt er immer für Anschluss. Und auch die Schreibmappe **WORK** bietet Funktionen über Funktionen, mit Smartphone-Halter, Schlaufen, Fächern und und und. Weitere Spezialisten fürs Business gesucht? Zu finden auf www.halfar.com.



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Creating individuality

The team at Gabriele Bühring likes creating individual custom-made products: Bill folders made of leather or imitation leather for events and general catering can be made according to customer requirements. Insert options for credit cards, the bill and much more are possible. Blind embossing of one's own logo is recommended on leather. The DIN A6 leather case is made of cowhide with contrasting stitching. Other formats are possible.

Classic for every occasion

The Boston backpack from Joytex is a classic backpack for almost all occasions. It is made entirely from OEKO-TEX® certified cotton in durable top quality. The lightweight backpack for trade shows, festivals, events, school and sports is equipped with natural coloured carrying cords and available in numerous trendy colours. Printing is possible from a quantity of 250 pieces.

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Stowed safely on the go

Security, the black belt pouch from Giving Europe, features waterproof seams as well as a modern and simple design. It has a zip and an adjustable strap with a plastic closure. Paper, money and personal belongings are kept safe in this belt pouch. The wearer is also prepared for a rain shower at the next festival. Advertising is applied by pad printing.



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Excellent backpack

The Diamond backpack from Halfar has now been awarded a special industry prize. The backpack earned its laurels in the category "Communicative promotional products". This is hardly surprising because it can be worn on both sides and can therefore also be finished twice. Thus, a promotional product that always presents itself in the best light. In addition, this modern backpack comes in an innovative design with a drawstring. With its 12-litre capacity, it also accommodates A4 formats.

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Promodrink with power

Energy drinks are more popular than ever and are often preferred by younger, dynamic customers to a cup of coffee. The Promo Energy Drink from Römer Drinks conveys “dynamics”, “energy” and “incentive”, making it an ideal choice for sports events, exciting product presentations, festivals or modern happenings. Classic ingredients such as caffeine, taurine and sparkling carbon dioxide provide for this energy boost and wonderful refreshment. Inexpensive individualisation of the slimline can with its own label over a large area is possible.

Stylish sun protection

Inspirion STYLISH sunglasses protect sensitive eyes from too much sunlight and UV radiation thanks to their dark glass tint and UV-400 certification. The high-quality plastic frame features silver ornamental elements and is available in eleven different colours. Thus, this useful accessory fits any summer outfit or a relaxing day on the beach. Advertising print comes out perfectly on the generously dimensioned plastic temples.



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Sales hotline: 0049 76 43 / 801-17

Fresh and fruity

The small size, the affordable price and the low minimum order quantity make Mini Mentos Drops from B&B Promotional Sweets the perfect give-away for participants at trade shows, events and festivals. Five drops each in a mixture of four refreshing fruit flavours are available: Apple, orange, lemon and strawberry. Mini Mentos are packaged in silver laminate which can be finished in CMYK or Pantone advertising print.



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



Trade show bag has it all

A good impression counts more than ever at the trade show. Well-designed trade show bags, such as those from IGRO, not only emphasise the company's presence on site but also sustainably later on. All the better if the practical bags contribute to environmental protection through long durability. Ultralight PP fleece that supplies the material for the trade show bag and an attractive matte lamination create a cool shoulder bag. People gladly carry this bag with them and probably use it many times. This is active environmental protection with resource conservation plus success marketing.

PSI 40940
IGRO Import- und Großhandels GmbH
Tel +49 6432 91420
sales@igro.com
www.igro.com

Spicy trade show highlights

Probably the most popular spicy give-away for trade show visitors are the test tubes from Henosa-Plantanas. Filled with selected spices, these glass containers ensure advertising success either individually with a label, on a flyer card or as a set of five in a gift box. All variations offer plenty of space for an individual design. There are more than 300 different spice varieties available. These promotional products can be designed with an individual label and a freely selectable spice variety from just 100 pieces.



PSI 47992
Henosa-Plantanas Group GmbH
Tel +49 7306 926230
info@plantanas.com
www.werben-mit-tee.de



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

Out and about with your own pillow

Anyone looking for new products in the promotional product market will quickly find what they are looking for at ARPE Barcelona. The company is constantly working on diversification and innovation and is now presenting its latest products specifically for events and festivals. Whether it be individual beach or sports towels, cuddly pillows or a funny sleep mask is up to the user. Quality printing and products are Oeko-Tex 100 certified and therefore contain no pollutants harmful to the environment or human health.

- ADVERT -



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Take social responsibility into your own hands with us and order your sample at fare.de/en/nature

NEW!



With its in-mould labelling, W.AG has an innovative decoration process for the optical customisation of plastic suitcases in its portfolio. In order to give its customers the opportunity to equip their suitcases with even more intelligence and information, W.AG is now also linking the deco process to the Digimarc barcode.

In-mould labelling with Digimarc function

Brilliant prints and an invisible code

Users of W.AG design suitcases gain access to a multitude of new functions for marketing, sales, service and process optimisation by integrating the Digimarc barcode. The Digimarc digital watermark is the technical pioneer of a new, barely visible type of bar code that allows the functional enhancement of products and packaging with additional interactive information. “The Digimarc function corresponds excellently with our objective of offering users of our design suitcases more and more options for value-oriented customisation. In combination with the in-mould labelling we already use, this now results in many more functions for the intelligent use of plas-

tic suitcases,” says W.AG Managing Director Konrad Goldbach.

The code in the picture, the app in your hand

In contrast to all other ident codes – such as the classic barcode or the mosaic QR code – the Digimarc barcode scores with a decisive advantage: being virtually invisible, it does not in any way compromise the creative design or the photo of the IML print on the surface of the plastic suitcases from W.AG. The “artwork” of a graphic designer, artist or photographer matched to a marketing campaign or the corporate design of a company thus remains completely untouched and can unfold its full effect. The functionality of the Digimarc takes place, as it were, behind the scenes of the IML print. For example, the digital code can link to websites, interactive prize draws, product videos and landing pages, or download technical manuals, building plans, operating and safety instructions. In addition, important information can be conveyed via the Digimarc barcode for goods declaration, shipment tracking, quality assurance as well as protection against counterfeiting of the products and tampering with the case. For reading with his smartphone, the user or end user scans only the IML motif with the “underlying” Digimarc barcode on the lid of the suitcase and thus directly accesses the linked pdf, zip, mp3 or video file. To this end, he has previously downloaded the app for free in the App Store or at Google Play.

Connection of analogue and digital world

With the symbiosis of in-mould labelling and the Digimarc barcode, W.AG offers its customers an innovative combi-



With the symbiosis of in-mould labelling and the Digimarc barcode, W.AG offers an innovative combination solution from the best printing technology at the moment to create brilliant colour images on suitcases and the latest version of digital watermark coding (DWC).



Using his smartphone, the suitcase user scans the IML motif and, at the same time, the Digimarc barcode. This will take him directly to the linked pdf, zip, mp3 or video file. To this end, he has previously downloaded the app for free in the App Store or at Google Play.



TWIST, the latest case model from W.AG, is available in 15 formats, can be printed using in-mould labelling (IML) and features foam inlays adapted to specific products.

nation solution consisting of the best printing technology at the moment to create brilliant, scratch-resistant colour images on suitcases and the latest version of Digital Watermark Coding (DWC). It is important to note that in-mould labelling is one of the few printing technologies open to integration with the Digimarc function. "Properly used, the Digimarc barcode can be applied anywhere on a plastic suitcase – partially or over the entire suitcase," says W.AG Managing Director Konrad Goldbach.

Numerous applications

The practical benefits of the combination solution from IML and Digimarc can be illustrated with numerous examples. For example, a manufacturer of tools, mobile measuring systems or medical devices can not only depict a razor-sharp and colourful motif of his product on the TWIST plastic case – or any other IML-compatible suitcase from W.AG – but also store an invisible download link to the current user manual. The manufacturer is thus spared any effort and costs for producing paper print media which would only take up space in the suitcase. Konrad Goldbach goes on to explain that "the Digimarc barcode is very flexible in terms of linking, and a defined URL can be changed at any time".

More interactive and intelligent

The Digimarc barcode has its origins in the trade where it is read, among other things, by POS scanners. It is also

moving into industrial packaging technology. "In the area of product- and customer-specific individual suitcase systems, in which we are involved with W.AG, the combination of in-mould labelling and the Digimarc barcode offers unimagined possibilities for further enhancing the functionality of our products. Suitcases become more interactive, more communicative and simply more intelligent," explains the managing director. <

The Digimarc Code: Invisible but significant

The Digimarc Code data carrier is non-visible to the human eye and named after its eponymous US manufacturer. It is applied as a digital watermark on the product. Compared to previously known bar codes (EAN/European Article Number or GTIN/Global Trade Item Number), which can be recognised as a graphic pattern on the product or packaging, the Digimarc offers a number of advantages. For example, because it is invisible, it can be printed in multiple quantities on the product or packaging and can be scanned on all sides. The all-round barcode also makes it easier to capture the product without first having to position it for the scanner. Moreover, the Digimarc barcode creates more creative freedom in product and packaging design. Packaging can be designed without having to allow for zones for visible barcodes. Scanning requires barcode scanners with Digimarc software and a camera function to read watermark code.

New management team lays the foundation for further growth

“Regularly adjusting the internal processes”

Ust over three months ago, sales expert Bertram Göb and injection moulding expert Christof Hanschke took over the management of the plastic case manufacturer W.AG. With intelligent process optimisations, strategic technology investments and an expansion of sales activities, they are currently preparing the company for further growth in the European markets. They outline here which developments they are correcting and which ones they are currently focussing on.

W.AG has been on a growth trajectory for years. Is there any need for action right now?

Göb: It is true that we have had many years of success. In 2018 alone, sales rose by five percent to 22 million euros, and by 2019 we plan to increase sales by ten percent. In order to achieve this goal, we have already laid the foundation, for example, for the further European expansion of our

sales activities and a more intensive integration of our customers in product development.

Hanschke: There are also trend-setting optimisations in production and intralogistics. In this way, we want to respond even more flexibly and faster to our customers' wishes and changing order situations.

Where exactly did you start with these optimisations? W.AG has constantly invested in new machines and in 2017 a new building was constructed ...

Hanschke: That's right. We have been growing dynamically over many years, steadily expanding our vertical range of production and launching new product developments

on the market. Therefore, the internal processes and structures had to be regularly adjusted to the new situation.

What do you mean by “adaptation of internal processes and structures”?

Göb: Today we serve every industry and market niche with various case solutions made of polypropylen. The high diversification of our portfolio is one of our strengths. It goes hand in hand with adapting our products as perfectly as possible to customer requirements and content through moulding, printing and interior design. In order to offer this maximum level of customer orientation, we need a maximum of flexible production. At the same time, we supply many customers with standard solutions, whereby our primary aim is to deliver quickly and punctually.

Hanschke: For this purpose, our storage capacity was initially increased to enable us to prefabricate standard products and deliver them at any time. As a result, free slots are created in production for the flexible production of customer-specific orders. Once these have been completed, the slots are used again for the production of standard products and the warehouse is restocked. Thanks to this “switching”, our production is very flexible. In addition, we achieve a homogeneous capacity utilisation. That's effective.

What is the emphasis of investments this year?

Hanschke: Investments amounting to 1.5 million euros are planned for 2019. Part of this will continue to flow into process optimisation. We are also investing heavily in new tools for manufacturing further case geometries and sizes. We are also investing in digital printing for economical small-series printing. Last but not least, we will further strengthen inlay production by acquiring new foam cutting plotters and investing in innovative bonding processes. This will enable us to further expand our portfolio for industry-specific, customer-specific and product-specific customisation of cases.



New management: Injection moulding expert Christof Hanschke (left) and sales expert Bertram Göb.



W.AG invests in new CNC cutting plotters.

Are there any other trends or parameters that determine your development work?

Göb: Certainly! In addition to customisation, we devote ourselves intensively to the topics of mobility and sustainability. Under the heading of mobility, we embrace all the factors that allow our customers to trim their devices or tools with the help of modern case systems for mobile use in the field. In addition to integrating new digital functions into the cases, we also develop new features for interior design. In terms of sustainability, we focus on two areas: the energy optimisation of our production and the creation of ecological material solutions for our cases. We also involve our customers more and more in development processes. Later this year, the first customers will receive direct access to our internal tool for configuring the plastic case inlays, and we are currently developing a client-friendly configurator account for this purpose.

And which tasks have the highest priority in the coming weeks?

Göb: We are currently concentrating our efforts on expanding direct sales in Europe. In future, we want to increase our presence in the markets of our European neighbours.

Hanschke: And, of course, we are recruiting highly qualified employees because motivated and well-trained professionals are the basis for the success of W.AG. Therefore, we will continue to invest in vocational training in the future. The alternative would be a technological offensive to fully automate production – for example, in the late shifts.



With in-mould labelling, brilliant four-color prints can be created.



A look into injection moulding production: W.AG manufactures three million plastic cases each year.

PF Concept continues to work intensively on the topics of sustainability and Corporate Social Responsibility (CSR), providing exemplary impulses in the industry. The holistic approach of anchoring these issues is illustrated by numerous examples in the second Sustainability Report and continues in its current partnership with the Fairtrade company FairForward.

Holistic concept is developed further

New impulses in sustainability and CSR



The sustainability concept of PF Concept was also clearly integrated at the company's stand at the PSI 2019.

In 2017 PF Concept published the publicly available report “Serious about Sustainability” for the first time and was honoured for its corporate philosophy and individually designed compliance assessment and control system. “Having been honoured as the ‘Influencer of the year 2017’ at the PSI Sustainability Awards, we feel responsible for continuing clear communication that raises the awareness of our distributors and end users for more sustainable options,” says Ralf Oster, Managing Director of PF Concept. PF Concept is com-

mitted to sustainability by conviction and now presents the second report documenting and explaining its own actions to continuously improve the “Serious about Sustainability” approach. In the current publication, PF Concept examines the topic from different perspectives and addresses all core issues and the supply chain, such as the company’s own management as well as sourcing, products, logistics, production, customers and employees. The promotional product multi-specialist continues to be focused on compliance, but also tries to act more sustainably in all areas.

Long-term sustainability approach

“As with any major business development, the results are not visible overnight, but require a long-term management approach. The development of a more coherent strategic sustainability approach presented in this year’s report reflects our sincere commitment to establishing sustainability at the corporate level, in concert with other forward-looking developments such as digitalisation. We have already taken many small steps to increase the momentum throughout the company. In this issue of our sustainability report, we highlight some of our results so far,” explains Ralf Oster. As announced in the first Sustainability Report, PF Concept has become a member of the amfori Business Social Compliance Initiative, or BSCI for short, and is also undergoing external third-party audits. Even long-term measures pay off for the environment: Years ago, PF Logo Express invested in digital printing technologies and the proportion of digital printing has increased continuously and significantly. Since this technique hardly causes any ink waste, this measure already has a positive effect on the environment and leads to a reduction in resource and ink consumption values.

“Green Concept”

In today’s increasingly sustainable society, PF Concept aims to meet the high demand of customers for environmentally conscious products. One way to raise awareness of pressing environmental issues, such as waste plastics,



The new Sustainability Report of PF Concept documents and explains measures for the continuous improvement of the “Serious about Sustainability” approach.

is to promote products that are more sustainable alternatives. PF Concept responded with the “Green Concept” brand. Under this name, customers are offered a diverse range of environmentally friendly products on which they can present their advertising message. Green Concept focuses on alternatives to disposable items, such as bottles and paper cups. The selection of promotional bags is made, for example, from natural materials such as cotton and jute to replace disposable plastic bags. “We are convinced that it is not just a win-win strategy to focus on sustainability, but ethically imperative to go the extra mile,” concluded Ralf Oster. The new Sustainability Report 2018 and the Green Concept brochure can be downloaded at www.pfconcept.com.



The four-piece stoneware set Fair Mug is handcrafted in Thailand and stamped “Fair mug”.



The Big Fair Bag: A product that not only supports the small producers but also fights the use of single-use plastic.

With its new “Green Concept” brand, PF Concept now offers a diverse range of environmentally friendly products.



Introducing partnership with FairForward

In January 2019, the promotional product multi-specialist PF Concept took the next step in their sustainability strategy by entering a partnership with the renowned Dutch fair trade organisation FairForward. PF Concept is continuously working to improve its supply chain, realizing that there are producers in the world that might be hard to reach for a global company such as PF Concept and might not be able to pass the company's strict internal au-

dit systems because of their size and development. To be able to give these producers access to a large network of European promotional distributors, PF Concept has entered into a partnership with FairForward. This organisation is dedicated to develop small producers in South America and Asia and, together with their local trading partners, contribute to the fight against poverty. FairForward's trading partners form the link between producers and the different international markets.

Manufactured according to the Fair Trade principles

The history of FairForward goes back to 1959, when the Foundation for Underdeveloped Regions was founded in the Netherlands. After a name change, the opening of its first own Fair Trade Shops with Fair Trade food and the later introduction of the brand name Fair Trade Original, FairForward became an independent organisation for “gifts and living” products in 2013. Since its start, FairForward has entered into long-term relationships with trading partners who adhere to Fair Trade principles. FairForward is an organisation certified by the World Fair Trade Organization (WFTO). This gives FairForward the right to place the logo of WFTO on each product. This ensures that the products are manufactured according to the Fair Trade principles.

Practical and decorative at the same time is the three-piece set Pila, made of recycled glass, which is glass-blown in Bolivia.



“Gifts and living” products

As of January 2019, 15 FairForward products will initially be available via PF Concept. These include the Big Fair Bag made of cotton canvas, which is manufactured in Kolkata, India. A great product that not only supports the small producers but also fights the use of single-use plastic. Besides making a clear statement it's very convenient to transport purchases in this bag. The four-piece stoneware set Fair Mug is handcrafted in Thailand and stamped “Fair mug” which gives the mugs a timeless and unique look as well as proclaiming their provenance. Also available is the four-piece espresso-set Fair Cup from PF Concept. The message has been stamped into the wet clay before glazing, giving the cups a unique handmade look. Practical and decorative at the same time is the three-piece set Pila, made of recycled glass, which is glass-blown in Bolivia. Pila is Spanish for ‘to pile’. And that is exactly what you can do with this range. The glasses can easily be stacked making carrying easier. The carefully selected Fairtrade products support the development of small factories in developing countries while at the same time are very attractive gifts to support brand messages. Further information can be found in the new Enjoy Fair Trade brochure and at www.pfconcept.com. <



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The term honourable trader has a long tradition. Although it sounds a bit antiquated, it is still used today – as a model of the responsible, correct businessman. If more entrepreneurs today were committed to these values, only legally compliant products would come onto the market. Unfortunately, that is not the case. A plea for more integrity.

Legally compliant promotional products: A duty, not a harassment

Are you really a respectable trader?



Meeting the expectations of consumers

What are our expectations as consumers? We expect the food in supermarkets, bakeries and butchers to be of high quality. Don't we also expect the new equipment for the winter holidays to be safe and functionally perfect? Would we knowingly buy a thermos flask containing asbestos? And don't we want our children to play only with safe, high-quality toys that will not endanger them or immediately end up in the rubbish? Nevertheless, in December 2018 the consumer watchdog Stiftung Warentest reported "serious deficiencies" in toys and classified every fourth children's product as unsafe. Of course, the German Toy Association is right when it affirms in a recent statement on the investigations that the safety of toys has priority among its members. However, not only toys from members of the Toy Association are marketed in Germany. Not only are they distributed through specialist retailers, but also via numerous channels, and they are increasingly being sourced directly from Asia via the Internet. It is important to realise that toys are a lucrative business.

Whe fact that the market – and not just the promotional product market – is so inundated today with non-compliant products proves the widespread unscrupulousness of the industry, which puts its own profit above the health and integrity of consumers. More respectable traders as mentioned above would benefit the world and also the climate. A first step can only be to comply with applicable laws and know which legal requirements apply, for instance, to toys, thermos cups, stationery or textiles. Only those who know can act accordingly. This leads to the implementation of measures to ensure that only legally compliant products enter the market. This should be self-evident for the respectable trader who, above all, fulfils our expectations as consumers.

Acting responsibly is a trader's duty

If we as consumers demand only high-quality goods, why can distributors often not provide the legally required technical documentation? Why do buyers hear from their suppliers claims such as "... but the product costs more with REACH"? How can anyone call himself a respectable businessman but at the same time base his own business model on doing everything "cheap, cheaper, cheapest" while ignoring the legal requirements, yes, often not even knowing them. We hope you are not one of those who put economic success above their duties. We, the experts at Intertek, are here to assist you in fulfilling your duties. <

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www.fkm.de

An airy matter

This car from b&a Vertriebs GmbH **actually drives using only air**. This classic among toys is highly topical in view of the current discussions about particulate matter and diesel scandals. The balloon car gets its propulsion through the outflowing air of the inflated balloon. Weighing only about 45 grammes and measuring just 15 centimetres in size, this little racer covers several metres and attracts considerable attention. Numerous colours are available, and a logo can be applied to the hood by using pad printing. Short delivery times of less than four weeks are a significant advantage.

PSI 48898 • b & a Vertriebs GmbH – Promokick
Tel +49 7062 978910 • gauger@b-und-a.com
www.promokick.de



Value-added card

The new advertising card from the promotional product manufacturer Jung is a real eye-catcher. Its expressive appearance and universal application possibilities make the **folding card** a new highlight in the advertising world. The practical tear-off perforation offers a special product advantage. Whether it be vouchers, discount promotions at the point of sale or original business cards, there are no limits to your imagination and creativity. The outer and inner sides of the advertising card are individually printed, depending on the intended use and advertising occasion, and ensure maximum attention. On the right-hand inside cover of the card is a sweet greeting. Here, the advertising company has the choice between numerous filling options.

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



Light as a feather

A bar of chocolate usually weighs 100 grammes.

FiligRain Only95, the mini-pocket umbrella from FARE®, is comparatively light with its 95 grammes – and with its compact size also pretty sweet. Even with blue skies and bright sunshine, users are always tempted to put the small umbrella into their bag, especially as it fits into almost any handbag with its length of 21 centimetres. Thus, this small, lightweight yet extremely robust technological wonder is a suitable companion in case it rains.

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Treasures of the world

At CD-LUX, the **“fair+” concept** consciously focuses on sustainability. An Advent calendar that addresses this concern has already been successfully offered. Of course, there are also other greetings, filled with the finest chocolate, as well as chocolate bars made from sustainable production. In the case of chocolate products marketed under “fair+”, the manufacturer fulfils more than the general Fairtrade criteria. Thus, “fair+” products promise not only the highest quality chocolate, but also a fair payment that is often beyond minimum standards. Also included are tree planting campaigns as a contribution to climate protection as well as educational work and political commitment. CD-LUX offers customisation for all products. Here, too, attention is paid to sustainability.

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

All-rounder

A sturdy and durable outdoor jacket under the name Rocky Bay can be ordered from Fifty Five. **Many useful features** make this exceptional product an all-rounder. The 3D-adjustable hood is not only detachable but can also be rolled up into the stand-up collar. Featuring a mesh lining inside as well as forearm ventilation, the jacket offers good breathability. The polyester oxford fabric can be beautifully printed or finished with embroidery. Available from stock in black and olive in sizes S to 3XL.

PSI 49354 • Fifty Five oHG
Tel +49 2738 30540 • info@fiftyfive.eu
www.fiftyfive.eu



Flexible appearance

Under the sonorous name of Mr. Hoohu (derived from Hook & Hug), team-d offers a practical article that proves useful for many occasions. For example, when the power socket in the hotel room has been found but the expensive smartphone has to be placed on the floor. And this flexible item can fix much more besides securing a smartphone in all imaginable situations. Mr. Hoohu can also hold a door, the pages of a book and, if necessary, even a curtain. It is extremely flexible, about 20.5 x 10 centimetres tall and 0.5 centimetres thick. Made of silicone, this **all-rounder** is available from stock in red, orange, green, blue, black and white. Special colours are possible from 3,000 pieces.

PSI 44186 • team-d Import-Export Warenvertriebs GmbH
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- ADVERT -



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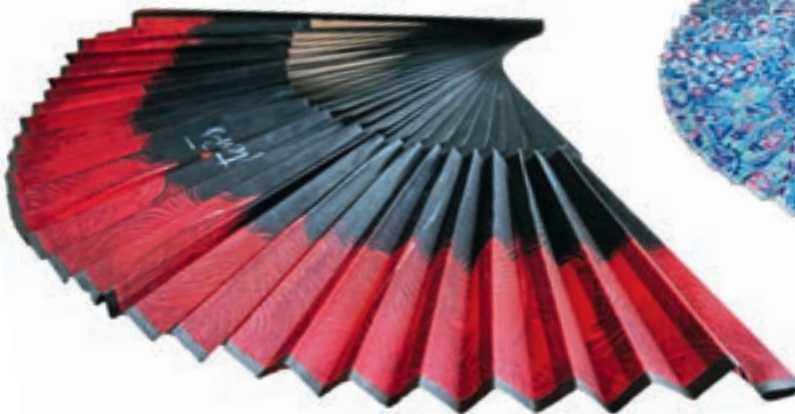
filo



Everything from a single source

Every year, the James & Nicholson and myrtle beach range made by Gustav Daiber is supplemented by many new products. Like in 2019 under the motto: **#ALLYOUNEED** – the all-round carefree package for every distributor. Promotionwear, sportswear, leisurewear, businesswear and workwear are the main pillars of this long-standing family business. True to the motto **#STAYCURIOS**, lots of new items complement James & Nicholson's large collection of jackets. A highlight this year is the new 3-in-1 jacket which consists of two parts: A sturdy windproof and waterproof outer jacket and a light zip-off, easy-care fleece inner jacket are practical in all weather conditions. The simple, sporty look is underlined by trendy colour combinations. The 3-in-1 jacket is available in sizes XS to XXL for women and S to 3XL for men. The new Knitted Hybrid Vest in a stylish material mix with a quilted check design on the front, back and hood appeals to fashion-conscious target groups. The casual hooded jacket in melange look from Daiber is a must-have. It impresses with a comfortable interlock quality which guarantees high wearing comfort in the trendy hoodie style.

42819 • Gustav Daiber GmbH
Tel +49 7432 70160 • info@jamesandnicholson.de
www.jamesandnicholson.de



Practical and airy

More exclusive, lighter and visually appealing companions for every event and every season are the **promotional fans** from L&S GmbH, especially as they enable an advertising message to have an optimal impact. The supplier offers a high-quality yet cost-effective range of custom-made fans in accordance with customer requirements. They can be produced in selectable dimensions and colour designs including full-surface printing. The fans are made of various materials such as wood, bamboo or plastic and are covered with paper or fabric.

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

Advertise sustainably

The promotional product manufacturer Jung offers advertisers a high-quality promotional gift with its **sustainable cereal mug**. The mug consists of brown cardboard and is made from fast-growing, self-renewable resources without the use of pesticides and fertilisers. The highlight in terms of sustainability is the 100% biodegradability of the mug. As for the content, you can choose between delicious chocolate muesli and fruit muesli (45 grammes) from Hahne. And saving the best till last: The mug is not only sustainable but also practical. Thanks to a biodegradable bioplastic coating, milk can be poured directly into the mug which can be individually printed.

PSI 41545 • JUNG since 1828 GmbH & Co. KG
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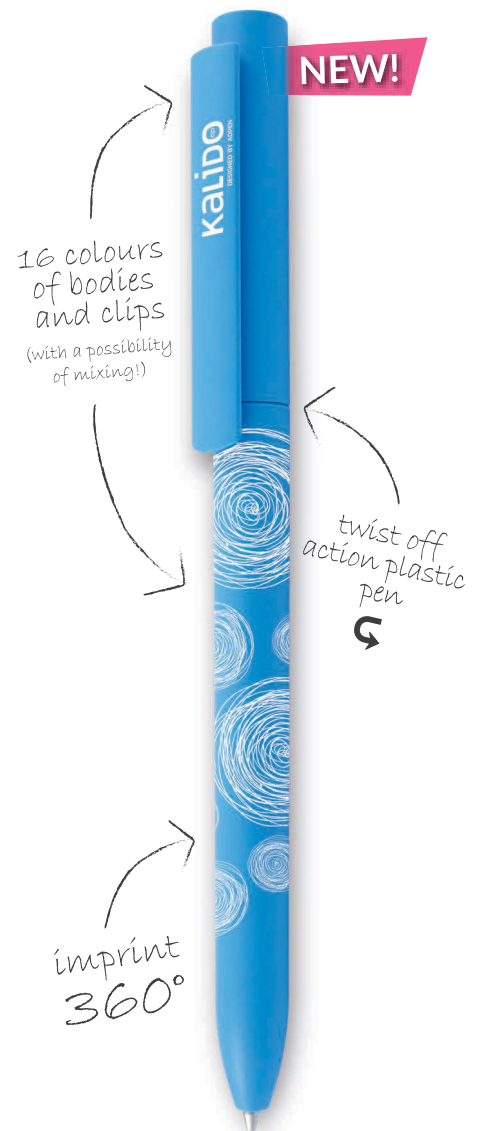


Lasting impact

The **terminic poster calendars** with the designation Top 14 enable comfortable year-long planning and therefore have a lasting impact – on the wall and in one's mind. Thanks to the 14-month view (12 months of the current year plus December of the previous year and January of the following year), maintaining an overview of meetings and business appointments, trade shows, holidays and birthdays as well as planning vacations is easier. It is ideal as a company calendar because in addition to the good overview there is plenty of space for appointments and notes. The striking panoramic advertising space on the calendar head can be optimally used for any corporate advertising.

PSI 41308 • terminic GmbH
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www.terminic.eu

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Römer Wellness is committed to promoting health awareness and supporting customers or visitors with a practical companion for sun protection. That is why it now offers **sun lotion tubes with SPF 15** in the practical sizes of 20 and 50 millilitres as well as with SPF 30 in a 20-millilitre tube in its assortment. Römer Wellness can flexibly and quickly attach a logo by using pad printing. All skin care tubes of the manufacturer – also with the contents sun lotion, hand & nail cream, body & hair soap or hygienic hand cleansing gel – are supplied by the skin care specialist from 100 units!

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

Evergreen

The memo box with item number 7005PC from Hepla has a custom printed paper sleeve which is inserted into the double wall of the box. Memos are removed from the front. On request, **it is possible to print the single sheets** and thus obtain a particularly high-quality permanent advertising medium. The memo box is Made in Germany and is therefore also available in large quantities at short notice in a standard crystal-clear design. Thanks to the in-house production, special colours of the inner box are possible on request. On request, the sleeve can be finished in digital printing.

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



Waste becomes compost

What should be done with waste – such as used coffee filters – which is suitable for composting? The best thing to do is to first put it into a paper bag from the company Sale and then onto the compost heap. **Doypacks** from the supplier in the Czech Republic are entirely biodegradable yet robust without harmful ingredients and can be closed by zip. Various sizes are available depending on customer requirements. Of course, this also applies to advertising.

PSI 49617 • Sale s.r.o.
Tel +420 0777 151946 • martin.kozubek@sale-ostrava.cz
www.sale-ostrava.cz



Grünes aus der Tüte

Mit der Werbebotschaft von Heri-Rigoni aus der **biologisch abbaubaren Papiertüte** schlägt eine Werbebotschaft echte Wurzeln auch im Gedächtnis des Kunden. Dabei werden Samensorten nach Wahl, eine Substrattablette und eine Pflanzanleitung in einer Papiertüte mit Sichtfenster geliefert. Besonders geeignet sind hochwüchsige Pflanzen, wie Sonnenblumen, Sommerblumen, Margerite, Gartenkresse oder Gras. Die Werbebotschaft erreicht den Kunden durch einen großflächigen bedruckbaren Aufkleber auf der Frontseite. Clou des Ganzen ist, dass die Verpackung gleichzeitig als „Blumentopf“ dient. Auch kleine Samenbomben erobern die Werbewelt und bringen, beliebig und direkt auf dem Boden verteilt, etwas Grün an alle Orte. Die kleinen Kugeln bestehen aus Sommerblumensamen, Erde und Tonpulver.

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



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47307	Exito Group	071
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43926	Good Life Books & Media GmbH	*

PSI FIRST | Dinner for winners



It has become a wonderful tradition that the winners of the People's Choice Award PSI FIRST are fittingly celebrated with a dinner. Once again this year, the PSI welcomed the triumphant winners back into gastronomic cosiness for a relaxed evening. Not only culinary delights were enjoyed in a Mediterranean ambience. After dinner, it became clear on this evening what distinguishes PSI as an international network: there was a lively exchange, even though not all three award winners could be present at the Düsseldorf restaurant Hermes. Third placed Anda Present had unfortunately been prevented from attending on this February evening. Jörn Draser of EckArt Design Multimative Werbemittel, whose company exclusively distributes the winning product muuvi, accepted the invitation as did Volker Donsbach, Business Development Manager at Inspirion, which was voted into second place by the PSI trade visitors with its MAGIC SCRIPT writing tablet. The victorious products and their suppliers had already been honoured in a short ceremony at the PSI 2019. With the award in hand, the same applies to all honourees: This award is an incentive to continue to introduce innovations to the market.



PSI Product Finder | Big Easter special

The PSI Product Finder, the largest European promotional product database, offers innovative and proven products – for a simplified search by category and theme specials, as is currently the case at Easter. From mini chocolates to fruit gum Easter bunnies to egg cups, the PSI Product Finder helps to find the right products for successful Easter business. All products are subject to a strict data quality standard and offer extensive additional information.

More about the Easter Special at: <https://psiproductfinder.de/ostern>

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PSI, PromoTex Expo, viscom | Review in moving images

The World of Advertising and Selling enjoyed a successful premiere. Now you have the opportunity to review interesting moments and numerous ports of call at the PSI, PromoTex Expo and viscom once again in moving images. For this purpose, Reed Exhibitions has uploaded various videos on the three trade shows on YouTube. Speaking of eventful and moving pictures, anyone who would like to reminisce about the PSI, PromoTex Expo and viscom or wish to receive new impressions and ideas for their own initiatives can stay on YouTube and view last year's presentation of the Industry Sustainability Award by selecting the keyword PSI Sustainability Awards 2018. Incidentally, anyone wishing to compete for the PSI Sustainability Awards 2019 with their product, campaign, certified company or entrepreneurial initiatives can do so until 19 April 2019.



Wir freuen uns über folgende neue Mitglieder im PSI Netzwerk:
We are looking forward to welcome the following new members to the PSI network:

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PSI No. 18827	ZÖTZL COLLECTIONS by Sybille Zötzl Inh. Sibylle Zötzl, GERMANY	www.zoetzl.de

PSI Lieferanten / Suppliers

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PSI No. 43618	Metal Silver and Golden Industries Co. Ltd., SAUDI ARABIA	www.sharatt.com
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PSI No. 43646	MPH HEADGEAR OY, FINLAND	www.mphheadgear.com

Orders



Orders should be substantial, attractive and profitable. Uncomplicated and of high quality. And they should enhance the image of everyone involved. Is that still possible today? Or just wishful thinking? With experience, competence and advice, it should be possible today. Not only for the full-service agency and not only if you belong to the Top 100.

Nevertheless, this is a big challenge for small businesses. Their work is not getting any easier: Orders are getting smaller and more individualised. Laws are becoming more and more unclear, the requirements for product packaging, product safety, data protection are intensifying – one hurdle after another. The industry is not to be envied. Uncertainty is also increasing with the announcement of inspections by surveillance authorities in all countries. At the beginning of the year, Sweden imposed penalties on suppliers whose products contained prohibited substances. An ambiguous situation, a dilemma. One hundred percent safety cannot exist with products, a risk always remains. So far, controls have remained limited because many monitoring agencies are understaffed. Relying on this can prove tricky, however, as proven in Sweden. What is the solution?

The only solution is to sell quality. This can be defined on the basis of various criteria: Price, transparent supply chains, inspection documents and certificates, trust in suppliers. Support is needed here, especially from the associations. What are the associations doing to solve this dilemma? Self-regulation would be an approach. This too is anything but easy in a fragmented industry. So far, individual regional initiatives have dominated. Perhaps the realisation will come that together everything will be easier. A positive signal for this was a working meeting of well-known European associations and companies together with the PSI, during which Vision 2023 was developed for the industry. The project is now up and running. Hopefully it will find the support of the companies.

Best regards,

Michael Freter
Publisher of PSI Journal
Managing Director PSI
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Orders

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Fit for advertising

Fitness, sports and games – these are the keywords of our first product theme in the upcoming issue. Accordingly, the new products presented are active and trendy. There are countless leisure activities that are associated with sport. These worlds of experience require suitable products and accessories. And the industry keeps them ready for targeted advertising. Sport was originally compared to the seriousness of employment as a game and thus assigned to leisure time. Even today, sports and games are often mentioned in one breath and serve – apart from professional sports – as leisure activities. A better environment to convey the messages of the promotional product industry is hardly conceivable.

Please give some thought to the product themes of the June 2019 issue with the topic groups “Sweets and beverages” as well as “Electronics and smartphone accessories” and send your product presentations (image and text) not later than 15 April 2019 to: Edit Line GmbH, Redaktion PSI Journal, e-mail: hoechemer@edit-line.de

A Macedonian success story

Twenty-seven years ago, Zoran Rosomanov acquired his first DTP devices and began designing graphic and animated solutions for his customers: CI materials, branded products, POS items, product designs, advertising campaigns. Today, his Macedonian company BATO & DIVAJN has evolved into a technologically advanced full-service printing company.



Advertise with a clear conscience

Under the heading “Go green”, 64 exhibitors presented trends and highlights of the new season in the Rhein-Main Advertising Media Centre in Obertshausen. Around 300 customers convinced themselves of how attractive sustainable brand products and promotional products can be. A successful event with lots of extras in a pleasant atmosphere.



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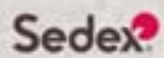
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