

# PS1 EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

June 2020

Volume 59



## **65 years of FARE**

Sustainability  
on the umbrella

## **Product Guide**

Wellness, cosmetics  
and beauty  
Drinks, drinking vessels,  
tableware

## **Industry**

Together against the crisis

## **Promotional products at C4**

A quarter of a century  
that unites

**Broad acceptance of  
advertising in times of crisis**

**An  
opportunity  
for the industry**

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with RAINBOW icon  
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with THANK YOU icon  
Fruit Gum 10 g Hearts  
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Maxi Chocolate Bar  
Chocolate Heart  
Dextro Energy



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## Editorial

# Away with barriers at borders – forever

**W**he re-nationalisation of Europe is currently preoccupying me more than the virus itself which is responsible for this. Who would have thought that in a crisis, instead of looking for European solutions, we would instinctively fall back into age-old mechanisms such as border closures. Yes, fear devours the soul. Rainer Werner Fassbinder's melodrama once again fits into the times, at least in terms of its title. Do we really need to wait for further generations before Europe overcomes this fear?

Friends in Paris have been unable to visit me for a long time, I have only seen friends in Belgium via Skype, a friend in Madrid who exports fruit to all parts of Europe is fighting against insolvency. Friendships are suffering but they will survive the crisis. The European single market, however, is under massive threat from border closures. And it was only weeks after the lockdown that resistance began to emerge. Calls for open borders grew louder throughout Europe. Angela Merkel in Germany and Emmanuel Macron in France campaigned to remove barriers at borders – that raises our hopes for the future.

As with so many measures designed to rein in the corona virus, the attention paid to the issue of border closures has not been with sufficiently precise scrutiny. In the meantime, Europe has become so interwoven, especially in the regions close to the borders, that people live as if they were in one country – in Europe, that is. Suddenly, however, there are barriers again and people are controlling people again. Cross-border commuters are only allowed to travel to work but are not allowed to buy a bread roll in the friendly neighbouring country. "Where have we ended up?", one might angrily ask.

Today we know that a local or regional lockdown of hotspots makes much more sense than closing national borders.

The opening of economic regions was the guiding idea and driving force behind Europe growing together. A renewed re-nationalisation of the economy, on the other hand, will be its downfall. There is no alternative to open borders, even and especially in times of crisis. The economy, including our industry, must make this clearer to politicians for all time.

The challenge facing Europe is greater than ever. It is the only chance against the economic giants China and the USA. And the fact is that the EU has a larger single market than the USA – but only a Europe without borders.

On this note

**Manfred Schlösser | Editor-in-Chief PSI Journal**

**Your opinion: [schloesser@edit-line.de](mailto:schloesser@edit-line.de)**

# New QS40 Air



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N° 2344

# Hanna

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## Broad acceptance of advertising in times of crisis: An opportunity for the industry 10

In times of massive declines in revenue and widespread uncertainty, many companies react by cutting their advertising budgets. As a consequence, the promotional product industry is also affected by declining orders and order cancellations. However, the current crisis also offers opportunities to make one's mark.

## Beautiful, beneficial and effective 14

In the first of our new product sections, everything revolves around beauty, well-being and (promotional) effectiveness in the context of the terms wellness, cosmetics and beauty. In our day and age, this has developed into a market with a high turnover to which the promotional product industry also contributes with excellent products which ensure that the name of the giver is remembered in a positive light.



## Together against the crisis 27

The corona crisis has a firm grip on the world. In a globally networked economy, the associated negative effects also affect the promotional product industry. But right from the beginning and also during the "lockdown" it became clear that "our" industry is closing ranks and developing creative ideas, reciprocal support and approaches to solutions to overcome these difficult times. We would like to take this opportunity to report on further effective initiatives.



## 65 years of FARE®: Every drop counts 50

FARE® is synonymous with high-quality umbrellas in the promotional product market and is celebrating its 65th anniversary this year. The long-standing company boasts a constant stream of innovations. And for some years now, the specialist has also been focusing increasingly on sustainability. A new, environmentally friendly dyeing process now also helps to save precious resources.





# SMALL CAUSE – BIG IMPACT

Recently a small garden measuring just 170 square metres was named winner of the "Gardens of the Year" competition. The fact that this garden can be found in Düsseldorf, where the threads of the international network of the promotional product industry come together, is pure coincidence. It is no coincidence that there are numerous PSI members who turn a superficially simple product into an article with added value.



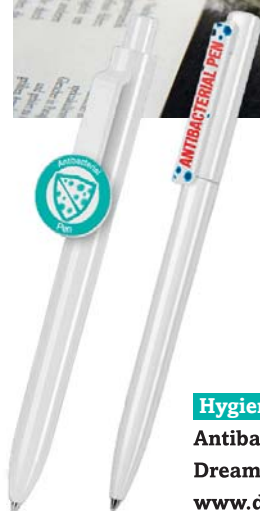
## Everything according to plan

**Construction –  
Multitasking ballpoint pen  
Troika Germany GmbH  
business.troika.de  
PSI 46311**



## #gesundbleiPEN by uma

**Antibacterial writing instruments  
uma Schreibgeräte  
www.uma-naturals.com/  
material-antibakteriell/  
PSI 41848**



## Hygienically noted

**Antibacterial writing instruments  
DreamPen  
www.dreampen.com  
PSI 45720**



For many years, ballpoint pens have belonged to the absolute top favourites among promotional products. Our examples show that these writing instruments can do even more than just record handwriting – be it ballpoint pens, planning aids and tool cases rolled into one with various scales, centimetre and inch rulers, flat-head and Philips screwdrivers, styluses and spirit levels or writing instruments made of antibacterial plastic with a special additive that releases silver ions to prevent the formation of bacteria on the pen surface.

A toy, decoration figure or perhaps a little more?  
By simply pressing this little treat, you can say  
farewell to stress and at the same time train  
your hand and forearm muscles.



## Farewell to stress

**Anti-stress figure made of PU foam  
L&S GmbH  
www.lunds-gmbh.com  
PSI 43949**



## Power of nature

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Multiflower GmbH  
www.multiflower.de  
PSI 45974**

They are small and evolve to have a great effect: Seeds of marigold, camomile and sage. And not only those, as this medicinal herb set including a 24-page booklet on the prevalence, appearance and use of various native medicinal herbs shows.

**myrtle  
beach**

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# BEING OPEN TO NEW THINGS ...



... does not necessarily mean striving for technical innovation. One of the megatrends defined by Zukunftsinstitut is neo-ecology. This also includes the circular economy. According to the futurologists, this is where "material flows become closed loops and waste itself becomes a resource again." [zukunftsinstitut.de](http://zukunftsinstitut.de)



## A different kind of apple turnover

Apple laptop case made of fibrous pulp residue

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PSI 41727

CLOCKWISE OR COUNTER-CLOCKWISE?



BEING OPEN TO THE NEW,  
THE FUTURE OR REFLECTING  
ON THE PAST, THE FAMILIAR?

Sometimes even small things, such as a hand-brewed coffee, are enough to elicit nostalgic feelings.



brew@home

Manual coffee filter

Mahlwerck Porzellan GmbH

[www.mahlwerck.de](http://www.mahlwerck.de)

PSI 44833

## TO REFLECT ON THE PAST, THE FAMILIAR ...

... does not mean holding on to old things unconditionally. Nostalgic feelings even have positive powers. The psychologist Dr. Clay Routledge describes nostalgia as a resource that people could activate and use in times of stress. It lifts their mood, increases self-esteem, and promotes a feeling of social connection, a positive view of the future and a perception of meaning in life. ([www.clayroutledge.com/nostalgia](http://www.clayroutledge.com/nostalgia))

# Die anderen haben sie nicht alle, wir schon!



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promotion

33

percent of the marketing decision-makers surveyed in a

Criteo study believe that retailers invest too little energy into developing attractive promotional offers. horizont.net

24%

of those interviewed for a study by the ad tech company Unruly stated that brands should convey a feeling of continuity and normality in their communication, especially in the current climate. wuv.de

9,000

monthly reports from companies form the basis for the ifo business climate. The index fell to a historic low at 74.3 points in April. statista.com

Nine

most important things that brands should know about content marketing in times of crisis have been listed by wuv.de under the heading "Content and Corona". The quintessence: More content is better than less content – not only in times of Corona.

60.5 billion

US dollars was removed from the global advertising market as a result of the financial crisis of 2009. According to WARC, it took the advertising industry eight years to digest it. Market researchers also believe that the corona crisis will have a major impact on the advertising market. horizont.net

A 25 percent

increase in time spent on the news pages of publishers was concluded in the "Moments of Next" study by the Taboola recommendation platform. Page impressions recorded an increase of 14 percent. wuv.de

Two thirds

of people, more or less, see their purchasing decisions influenced by the fact that brands are behaving differently in the current situation. This is the conclusion reached by the "Edelman Trust Barometer". absatzwirtschaft.de