

# PSI EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

August/September 2020

Volume 60



## **More presents**

**Bettina Timmermann**  
A passion for bags and  
pouches

## **Product Guide**

Ecological and sustainable  
products  
Chocolate and sweets

## **Agentur BeLa**

Valuable knowledge  
for the industry

## **MyPSI**

Michael Freter "International  
Person of the Year"



**A special  
trade show  
in special times**

# ecoPlus

## Chocolate Advent Calendar

SUSTAINABLE  
sweet promotional  
impact!



World Vision

With each bought Gubor chocolate Advent calendar BUSINESS you are donating automatically 1 cent to World Vision projects against the Corona Pandemic. You donate automatically – there is no surcharge!



[www.ksw24.eu](http://www.ksw24.eu)





## Editorial

# Things are moving again

**N**o, we are not yet back on our feet but something is happening. In the past few days, I have been talking to companies in the trade. Deliberately with small, medium-size and large companies. Surprisingly, the picture was quite good in the sixth month after the coronavirus emerged. It ranged from "something's happening again" to "business is doing great". Yes, there will also be companies that are still experiencing a really hard time. In the case of those who for a good reason relied completely on the event industry, their phones have probably not been ringing. But there are also creative minds who have quickly tapped into new business fields with considerable success. For them, the coronavirus has been both a crisis and a wake-up call.

We now have to wake up some customers in the trade, industry and handicraft sector at the start of autumn. We have to beat the drum to promote our own businesses. Let your customers know that you used the time to look for the right products for the right application for them. Make them curious. Use the figures from PSI and GWW. Show which advertising has a lasting effect and is not simply "delivered" or fizzles out without any resonance. The scientific results of market research are excellent and show many a competitor on the advertising market how high the bar is if you want to beat the promotional product. I am always astonished how few promotional product distributors communicate this advantage clearly on their websites. We have nothing to be ashamed of. On the contrary, we are right at the top. But we also have to say it loud and clear.

Let us turn this crisis into an opportunity. Because just as old as marketing and advertising are, so too is the knowledge that budgets are reassessed and redistributed especially in times of crisis. So let us go out confidently and say: "We are among the best, maybe even the best". As far as popularity and advertising impact are concerned, the latter is proven and must therefore be part of every advertisement for industry customers.

If very many promotional product distributors approach existing and new customers at the beginning of autumn, i.e. very soon, in a national, even international offensive with offers, then the individual promotional product campaign will grow into a campaign involving thousands of creative minds, activists and individualists. It will be heard, it will work, it will be rousing. Let us have a go at it and let it rip again in autumn.

On this note, "good luck" for the best time of the year

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

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

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N° 2319

# Sophia



Our cotton Gymbag Sophia is a real hit in the Summer. With loops, drawstrings and a bottom fold for more storage space, it is a real allrounder in 22 different colours.

- ✓ **OEKO-Tex - certified**
- ✓ **140 gram weight**
- ✓ **Bottom fold**
- ✓ **22 colours**

**[www.misterbags.de](http://www.misterbags.de)**



## PSI 2021: A special trade show in special times

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Even though digital tools and video conferences have been doing a good job recently, the promotional product industry in particular thrives on personal contacts and networking. So it is high time for everyone to meet up again. PSI 2021 is coming and as always it offers the perfect platform for this. A conversation held with Petra Lassahn, Event Director PSI, PromoTex Expo, viscom.

## Advertising with a clear conscience

14

Even though the coronavirus still dominates public life, another issue has been and will remain the determining factor even after the pandemic: it is that of a planet called Earth that is still worth living on in the future. Our industry already contributes to a good development with ecological and sustainable product ideas.



## BeLa. Valuable knowledge for the industry

66

Sascha Latza has been successful on the market for years with his agency called BeLa. About two years ago, he established a distance learning academy specifically for marketing and social media together with a partner company. The advanced training programme offers manufacturers, importers, distributors and freelancers real added value.



## A passion for bags and pouches

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A new member of the PSI network is the Hamburg-based company more presents e.K. Founded in 1999, more presents has established itself on the market as a specialist for individually designed cotton bags. The high quality of its products and fair prices make this company the ideal partner for the promotional product trade.







## FRAGRANT BEE

The bee is attracting a great deal of attention - it is considered a trend animal, even though its population is threatened. That is why more and more companies are offering bees a home. "Leasing bees" or "Rent-a-bee" is the term used in business jargon. Thus, something good can be done and adding appropriate products (advertising) messages can be conveyed.



### Surrender hideaway

**Insect Hotel**  
**Wunderle**  
[www.wunderle.de](http://www.wunderle.de)  
 PSI 49622



## BACK TO NATURE OR "NEO-NATURE"?

Can nature be trendy? It can. At least that is what futurologists saw ten years ago and spoke of the super-trend called "neo-nature" - after all, the more our lives are determined by technology and economics, the more valuable nature seems to us. This is not the only reason why it is important to preserve it ([Natursoziologie.de/wanderforschung.de](http://Natursoziologie.de/wanderforschung.de)). The trick lies in harmonising the use of nature and nature conservation - with or without a super-trend, but nevertheless sustainable.



**Bee buffet from the jar**  
**Bee friendly seed mixture**  
**Multiflower GmbH**  
[www.multiflower.de](http://www.multiflower.de)  
 PSI 45974



## A WINNING DISPOSITION

### Stainless steel travel cutlery

**"Food à porter" collection**  
**Alessi Deutschland GmbH**  
[www.alessi.com](http://www.alessi.com)  
 PSI 49447

A sustainable alternative in the choice of material is stainless steel. It contains no softeners, lead or other harmful substances and is also durable and 100 % recyclable ([Lifeverde.de](http://Lifeverde.de)). The fact that it can also be processed into trendy products with advertising purposes and taken out into nature is shown (not only) by our examples.



### Recycled stainless steel

**Drinking bottle of the Retulp brand**  
**Easy Orange BV**  
[www.easyorange.nl](http://www.easyorange.nl)  
 PSI 43788





Friedrich & Arnold AG, Regensburg, Germany

# We want fish in our oceans, not waste.



## New QS40 True Biotic.

Created by nature for nature.

The polymers of the revolutionary new True Biotic casings for the QS40 Air are produced naturally by millions of microorganisms. They degrade quickly and without any negative impact on the environment. They even act as fertilizers. They are part of the eternal cycle of nature, where nothing is wasted and everything is transformed.

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# WHO INVENTED IT?

The invention of fire is widely regarded as one of the most important for mankind. Strictly speaking, however, fire was not invented. What was important was the knowledge of how to light it – in the literal sense and today also in the figurative sense, such as when it comes to igniting passion and awakening desires. “When products become brands, they manage to penetrate the relevant set of consumers. Brands are lighthouses with a clear brand core positioning and a brand promise,” writes W&V in its special “Starke Marken”.

## Fire and flame for sweets

Filled cardboard Advent candle

MAGNA sweets GmbH

[www.magna-sweets.de](http://www.magna-sweets.de)

PSI 41617



Lindt  
SCHWEIZER MÄTTER CHOCOLATERIE  
SEIT 1845

## Feel-good rituals

RITUALS collections

Trendfactory GmbH

[www.trendfactory.eu](http://www.trendfactory.eu)

PSI 60135



# ANTI-AGING? PRO AGING? OR WHAT?

Speaking of brands. Which point in a person's life marks the beginning of old age? Are you as old as you feel? According to Zukunftsinstitut, demographic change means the end of the anti-aging mania. What is needed is a pro-aging

culture: a social appreciation of values associated with age – calmness, serenity, wisdom. It is about “feel-good competencies” and “healthy satisfaction” and not just down-aging, a subjectively felt rejuvenation process (zukunftsinstitut.de, “Gesundheit in der Pro-Aging-Gesellschaft”). Of course, this does not categorically banish one or the other cosmetic article especially when a brand product contributes to one's own well-being.

## Classic meets trend

Glossybox

Lehoff Im- und Export GmbH

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

PSI 41259







# CD LUX



Sweet  
Give-Aways with  
eye-catching  
guarantee!

[www.cd-lux.de](http://www.cd-lux.de)



# 89

percent  
of German  
advertisers  
plan to

invest in retail media this year.

This is the finding of a study by  
Criteo. [horizont.net](https://www.horizont.net)

# 2022

– at the earliest – is when economic experts  
expect a recovery in gross domestic product for  
the countries of the European Union. [zaw.de](https://www.zaw.de)

# One third

of Germans would like to do something good for themselves at  
the moment, according to a finding of the regular "Brand  
communication in times of Corona" radar of the media agency  
Pilot. The experts from Pilot recommend that brands exploit this  
in their communication. [adzine.de](https://www.adzine.de)

# 2 out of 5

Germans (42 percent) and almost half  
of the British (48 percent) now think  
that China will be more powerful than  
the USA over the next 50 years. This is  
the result of recent YouGov surveys.  
[yougov.de](https://www.yougov.de)

# 34.9 billion

euros was invested in advertising in Germany in 2019. This is an  
increase of 2.8 percent over the previous year. [zaw.de](https://www.zaw.de)

# 4 out of 5

consumers (78%) make sure that as little pack-  
aging material as possible is used for brand prod-  
ucts and if it can be recycled (75%). These are  
the findings of Handelsmarkenmonitor 2020 of  
the market research company Ipsos and Lebens-  
mittel Zeitung. [wuv.de](https://www.wuv.de)

# Nine percent

roughly is all advertising spending in the first six  
months of this year was below the volume of the  
same period last year. Some sectors were even al-  
ready well above the figures for the previous year.  
This is confirmed by the figures of W&V Data for  
the first half of 2020.





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# PSI 2021 will take place

## A special trade show in special times

Even though digital tools and video conferences have been doing a good job recently, the promotional product industry in particular thrives on personal contacts and networking. So it is high time for everyone to meet up again. PSI 2021 is coming and as always it offers the perfect platform for this.



For many months now, new products have only been seen in printed form or on screens. At the PSI 2021, in just over four months, you will be able to feel, smell and taste them again. Of course, one can discuss

the pros and cons. Yes, the coronavirus has impacted many things, including trade shows and even the trade show landscape. Countless small and large trade shows have already been cancelled in Europe. PSI 2021 will take place and will be an attractive trade show. Here is a conversation held with Petra Lassahn, Event Director PSI, PromoTex Expo, viscom.

### PSI 2021 will take place. Isn't that a bold statement to make?

Anyone who has no courage in these times has already given up. We have already had to cancel large, highly frequented trade shows this year, and we have held trade shows online in whole or in part. We have gained new experience and had to question past experience. The entire PSI team has been working flat out for months on the upcoming PSI.

### So you are confident?

Yes, of course. In numerous telephone calls we make every day with companies, one message keeps coming through: "It's high time we met up again." This encourages us in our work and shows that trade shows are still the platform where people meet,

where they talk to each other, where they discover innovations and prepare for the coming year. A trade show such as the PSI is like a starting block in athletics: If you do not have one, you are lagging behind the competition right from the start.



**But it will not be a PSI like in past decades. There will be fewer exhibitors and it will be more difficult for international visitors in particular to travel to Düsseldorf.**

It would not be a special trade show in special times if everything were as it is now: We will have fewer exhibiting companies. At the moment, we are expecting about 500 exhibitors and 13,000 visitors.

### Will major and well-known exhibitors be missing?

Yes, major Dutch exhibitors as well as one or two well-known German exhibitors will be missing.

### Can you already reveal their names?

Please understand that we cannot communicate any cancellations or commitments at this time. This request also goes to our readers. We are still involved in numerous discussions. Exhibitors who had previously cancelled are now confirming their participation because the situation has generally improved. And we are receiving cancellations that we never thought we would get. Cancellations of a very per-



sonal nature which had evidently been the culmination of an exceedingly difficult and ultimately sad decision. We sympathise with them and will do everything to have them back in our ranks. But I can assure all members that it will be a worthwhile and exciting trade show with well-known exhibitors and a multitude of new products. Furthermore, PSI 2021 will be a mix of onsite and online events as well as an additional opportunity for exhibiting companies. Hybrid events bring together the best of two worlds. We will show how this is done. Everyone can look forward to this.

**International customers will increasingly choose the online approach because travelling is problematical as we can all see at the moment.**

This will be the case if a vaccine or medication is not found soon. But there are also positive insights: People have travelled during the holiday season if it has been important to them. And what is more important than the future of your company or workplace? The PSI is the first and by far the largest trade show of the year. Anyone who is not there has to work hard to develop his product sourcing and enjoy the benefits gained from discussions with suppliers and colleagues – but in the end he does not achieve the same result. Not only are we firmly convinced of this, so are our exhibitors and visitors.

**But you will have to do without popular events and extras at the upcoming PSI.**

Yes, we will have to do without culinary tasting in the GUSTO Pavilion because of the hygiene rules. Instead we will hold the Sustainability Awards and showcase numerous sustainability topics at the upcoming PSI. In addition, the topics of promotional products, promotional textiles and finishing are growing closer together – something that many members have requested. In Halls 9, 10 and 11 the focus will again be more strongly on the core topic PSI. All three trade show themes will grow together under one



roof in these three halls. This is also particularly important during these special times.

**This brings us to the hygiene rules and the question of whether exhibiting companies can actually welcome enough customers at their stand. A question that many exhibitors are sure to ask.**

All I can say about this is that it is now August 2020 and that in principle the rules of the retail trade – which everyone knows – will apply. Above all, there will be social distancing of 1.50 metres. Each person should have about 4 square metres of space at the stands. This will certainly be a challenge for the stand constructors. Oronasal masks must be worn in the aisles and at the stands. People are now used to this. But once again, these are the conditions that apply today. A lot can still change, also for the better, as the past months have shown. Anyone who is interested will soon be able to view the important and current hygiene rules for the PSI on our website – which, by the way, is constantly updated. We will also constantly report in newsletters and in the journal should things change.

**So there is a lot of confidence for PSI 2021?**

Most certainly. People – and PSI attendees in particular – want to grasp innovations with all six senses in order to test quality and possible applications. Their customers expect this and this can only be done at trade shows. I am also confident that by January we will have learned

how to deal more effectively with the virus. The constant alarm in some media will give way to a realistic view after the summer break. We will do everything we can to deal responsibly with the January situation because as an international group we are also subject to our own strict rules of conduct. At the same time, however, we will use all our creativity to turn PSI 2021 into an attractive, exciting and really worthwhile trade show. We can all look forward to it – for a variety of reasons. >>

# Exclusive product show

**B**rand new or consistently successful, a creative custom-made product or showpiece products in terms of sustainability: marketers can look forward to 50 promotional products as part of an exclusive product show at the PSI in January. As PSI Product Presentations, they will give a first insight into the diversity of the world of promotional products directly in front of Hall 9. For the first time, the products will be available exclusively to members in the PSI Product Finder as an online preview as of December. From this time until the final day of the trade show, the public will be asked to vote online for their favourite product. The first three winners will be announced on the final day of the trade show.

## Participate until 30 October

Those who wish to participate with their product free of charge have until 30 October 2020 to do so. All entries will be reviewed in advance by an advisory board consisting of representatives and experts from the trade show industry, textile sector and promotional product trade. Exhibitors of the PSI and PromoTex Expo can participate free of charge. All conditions of participation can be found online: <https://www.psi-messe.com/de/Home/PSI-Product-Presentations-2021/3217/>

If you have any inquiries, please contact Annika Moll ([annika.moll@reedexpo.de](mailto:annika.moll@reedexpo.de))

## Visitors vote

The products exhibited as PSI Product Presentations are not only eye-catchers directly at the entrance to the trade show, but also compete for the visitors' favour. And from the beginning of December, they can vote which product is their favourite. Votes will be cast in four categories: New Product, Best-seller, Sustainable Product and Custom-made Product. Voting is possible both online and on site until the final day of the trade show. The winners will be announced at the trade show.

## The advantages of participation at a glance:

- The first touchpoint for your trade show success
- Visitors will see the products directly in the entrance area before entering the first exhibition hall (Hall 9).
- Starting point for the trade show with a wow-effect
- An appealing stand construction concept will effectively highlight the products.
- The best signpost to the trade show stand of the respective exhibitors
- Visitors will find all the important information on each product: about the respective article, the company and the exhibitor's stand location.





# PSI as a big sustainability stage

**S**ustainability and responsibility have already decisively contributed to shaping the promotional product market for years now. The current Corona crisis has raised awareness for sustainable consumption even further, giving this topic additional momentum. This will also be reflected at PSI to be held in Düsseldorf from 12 to 14 January 2021. It will serve as the new stage for the sixth PSI Sustainability Awards, which will be organised with the special category “Innovator of the Year” for the first time now. All sustainably acting companies can apply until 1 October 2020. Due to the current COVID-19 pandemic many companies have been bogged down over the past few months. “This is also an exceptional situation for us,” says Petra Lassahn, Director of the PSI trade show and adds: “We have changed our day-to-day business and adapted our services to our customers’ current needs so as to help them rapidly and with new formats. For our customers securing their daily business is centre stage. This is why we have slightly postponed the application period for the Awards so that we are now starting the application process with a slight delay.”

## New category: Sustainable innovation of the year

Newly established as a special category from 2021 will be the “Innovator of the Year”. This category is about a sustainable product and its story. “Consumers are to learn about the history of the product, its components and material composition. They are to find out about the manufacturing sites and the people manufacturing this article; and, of course, also about the carbon footprint of the product and the journey the product makes to its final destination,” explains Steven Baumgärtner, CEO of Cybergroup International and Global Director Sales as well as the sponsor of this category. Centrestage here is the motivation behind the sustainability and the ecological and social responsibility that the partner companies assume for their production and production sites with all their employees. This means the new Special Award Category not only recognises the sustainable product as such but comprehensively pinpoints the sustainable context in which it is embedded.

## Application for the new Special Category

Companies can apply for the “Innovator of the Year” category separately by e-mail to [awards@psi-network.de](mailto:awards@psi-network.de).

de. Applications are subject to submitting valid certifications in the areas of quality management, environmental management and social management. The application should comprise a sustainable product and the documentation of its genesis as well as of the sustainable supply chains involved. The companies forming part of this supply chain will also have to submit the relevant certificates in the fields of business, ecology and social matters.

## All categories at a glance

The Awards will be presented in nine categories: Economic, Environmental and Social Excellence, Environmental and Social Initiative, Sustainable Product and Sustainable Campaign as well as Innovator of the Year. The company with the highest total score wins Category 9: “Sustainable Company of the Year”.

Until 1 October 2020 all international companies that act sustainably will have the chance to apply for the awards. All members of the Sustainable League, i.e. participants from past years, will be nominated automatically by the PSI. The entries submitted will be rated by a scoring system and an expert jury.

## Awards to move closer to the industry

On top of this, the Awards will celebrate their sixth edition under the roof of The World of Advertising and Selling. This will make PSI a hub for sustainability with the winners presented at a gala forming part of the trade show on 12 January 2021, the first day of the event. All award-winning submissions will also be on display on site on all three days of the trade show. “With this move we are responding to the wishes voiced by many participants to move the Awards closer to the industry,” says Michael Freter, Managing Director of PSI. For the terms and conditions of participation and further details go to [www.psi-awards.de](http://www.psi-awards.de)



Terms and conditions of participation and further details: [www.psi-awards.de](http://www.psi-awards.de)