

# PSI

## EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

November 2020

Volume 59



Electronics · digital · smartphone

# Smart ambassadors

### **koziol »ideas for friends**

Plastic as the material  
of the future

### **Product Guide**

Cars, bicycles, safety  
Innovative products

### **GWW appeal**

For fair taxation and  
reduction of bureaucracy

### **My PSI**

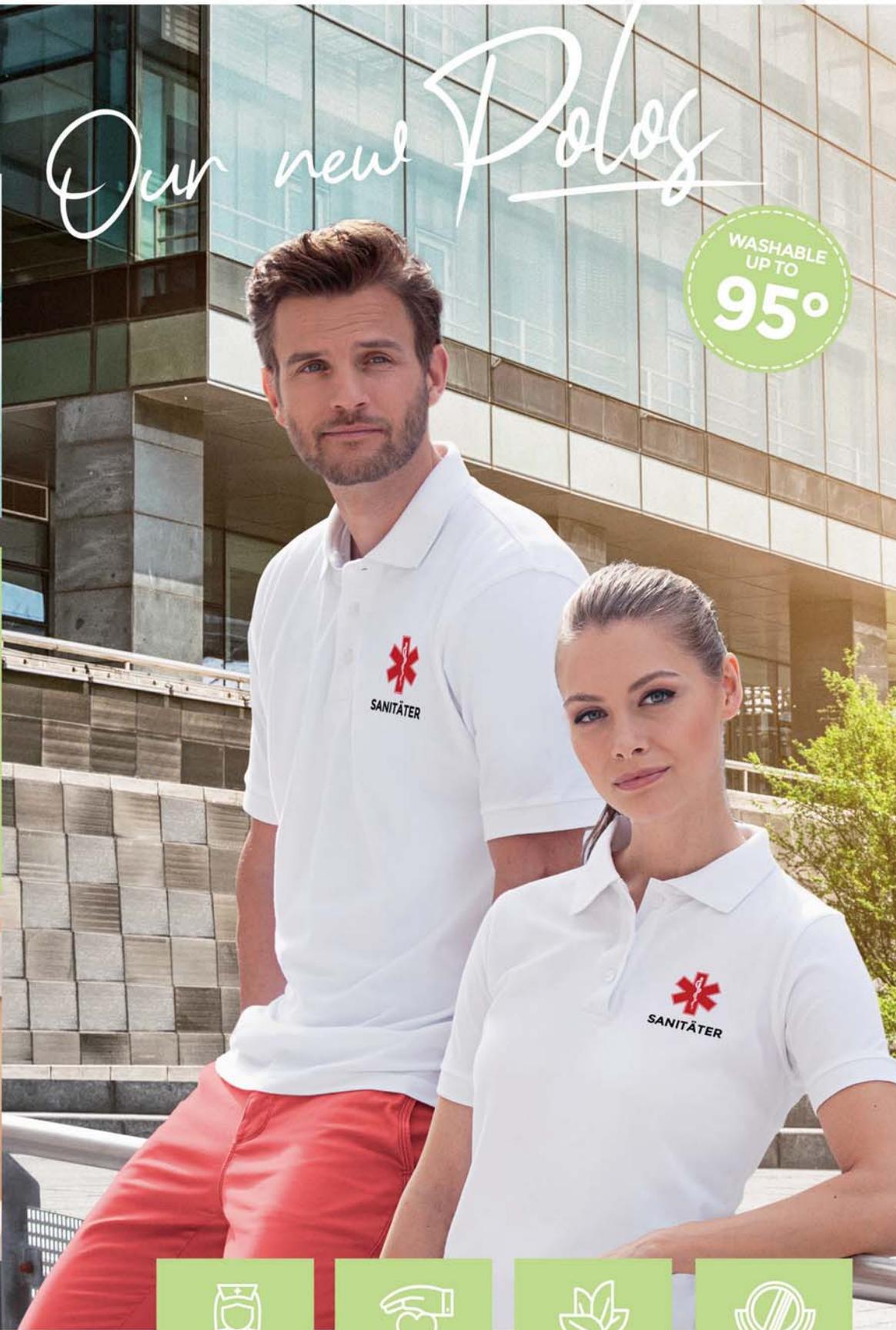
Network news

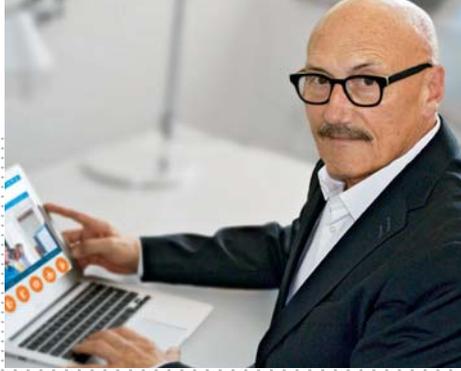
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## Editorial

# Moments of change

**C**hanges in society, technology and the economy which have been intensified by the coronavirus and beforehand will also be of great importance for companies in the promotional product industry. Those who keep an eye on these changes and capitalise on the standstill caused by the crisis to adjust their company and products will continue to stay ahead in the future: Let us adopt the changes into a we-culture as part of our lifestyles. The fact that problems can be solved better together with the “we” becomes clearer than ever in the corona crisis. Diverse collaborations and intelligent partnerships are gaining in importance. Increased cooperation is guaranteed to be a driver of change in the coming years. If only because it is easier to afford many things together.

On the customer side, target groups have long since ceased to be based on age. The new age groups are the communities of shared values. They no longer depend on age, but on lifestyle. Neo-ecology, Silver Society and New Work are new target groups for promotional products that need to be addressed.

After all, new communities of shared values need new products or repositioned products. It is clear that ecological awareness is growing in society. Sustainable promotional products (1) will play an ever greater role. The prosperity of the Silver Society is causing sectors such as health, care, nature and leisure (2) to grow. There are great opportunities in this broad spectrum for promotional products. New Work will enable products from the software, electrical and CE (3) sectors to grow. Daily electronic commerce, reinforced by home offices, is giving new impetus to countless small and tiny electrical and electronic devices. But also classic products such as writing instruments can be customised in their design and communication to appeal to new communities of shared values (4). Some manufacturers are already doing this in an exemplary manner, whilst distributors and consultants have to communicate this – with whatever measures and media they use.

And those who do not invest time and money now to drive digitalisation in their company (5) will soon be left behind when it comes to the presentation of products and services as well as the efficiency of processes. This is perhaps the last chance to make the digital transformation happen. Last but not least, digital challenges also require appropriate personnel (6) in companies.

I am more than confident that the promotional product industry will master this challenge, as many have done over the past 60 years.

In this spirit

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

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

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N° 2346  
**Fritz**



## Effective advertising ambassadors 14

We live in a mobile world where people are constantly on the move. Our Product Guide shows effective advertising ambassadors “on tour” and proves furthermore: new communication media and three-dimensional advertising can be effectively complemented.



## GWW calls on industry 42

The reform proposal by the GWW and several umbrella organisations has now made it into the BMWi's proposal paper for BEG IV at the second attempt. The industry is now called upon to become actively involved in the enforcement of the demands.

## Trade show events in autumn 44

In summer and autumn, it looked like as if some kind of trade show normality had returned: Some regional promotional product trade shows as well as the “Trend” took place – under strict conditions and with less visitors, of course. Impressions of three events.



## Entirely sensible 72

Plastics are extremely versatile. It is particularly exciting when technical know-how and excellent design are combined. koziol has been at the forefront for decades with its creative, functional and ecologically correct lifestyle products “Made in Germany”.





# Paper style

The fashion industry is very trend-intensive. It is inspired by non-textile themes and also becomes a source of ideas itself. The latest example is paper bag pants, pants with a high waistband that are tied and gathered at the waist with a belt. This makes the trousers look like a “crumpled up” paper bag at the waist. Many “paper acts” that the promotional product industry has to offer are also very trendy. And the sustainable eye catchers offer more than just a paper bag look.



**Served sustainably**

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 PSI 44457

## Being your own trendsetter

**Every Jack has his Jill**, at least one saying claims. It remains to be seen whether everyone or everything will find **the right counterpart**. But it does not have to be limited to **Jack and Jill**. In the representational world, the magic word is **“mix’n’match”**: select elements, find the appropriate **matching pieces** and put them together to form a **complete product**. The **promotional product industry** shows how it can work. And (not only) our **examples prove it**: Obviously, **every Jack does have his Jill**.



**The individual cup**

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# Reading coffee grounds with a **Wow** effect

Reading coffee grounds is an old tradition used to predict the future. So far so good. But storytelling with coffee grounds? It works – and it is tasteful in every respect. Especially when coffee grounds form the basis of an entire product line. And no less than 50 billion kilogrammes of it are produced every year. Even in this way, stories can be told and history can be written sustainably and guaranteed with a future.



## WoW Sustainable Collection

Interall Group B. V.  
www.interallgroup.com  
PSI 41727

# story telling

Reaching people. If you want to really inspire and convince your target group, you should have a story to tell. Stories touch the soul because they go beyond mere information and arouse emotions – especially when they address topics that people want to be involved in. However, successful storytelling should be authentic and be able to carry a brand. A timeless, yet meaningful aspiration and thus more than merely a simple trend.

# Inspired by nature

Creating lasting values and environmentally friendly products that tell a story and leave a deep impression. Nature itself tells the most impressive stories – and is therefore a source of inspiration, also for the responsible use of its resources. Being inspired by nature for the benefit of nature, that is storytelling from its sustainable side.



## Storytelling Print Works

BATO & DIVAJN  
www.divajn.com  
PSI 49860

## Thematic tableware

Geda Labels GmbH  
www.gedalabels.de  
PSI 49535



# Spatzl meets Lausubub

The Munich Oktoberfest is the largest public festival in the world. But during the corona pandemic, the "Wiesn" also reached its limits and had to be cancelled this year (for the 25th time since its premiere in 1811). So how should the story be continued? By setting no limits to one's imagination – haptically and emotionally. A theme that probably many people would like to be involved in (on average six million visitors visit the festival every year).

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**6.4** .....  
**percent** or only 3.2 percent? More like 5.4 percent or 4.5 percent? What is the correct

forecast for the development of the German gross domestic product in 2021? In some cases, the predictions of governments, international organisations and economic researchers vary greatly. tagesschau.de

**38%**

.....  
*of respondents to a study by the British Promotional Merchandise Association (BPMA) stated that they had received a promotional product during the COVID-19 pandemic. Unsurprisingly, this was mainly hygiene and protection products. pubs.ppai.org.*

**One fifth**

.....  
*of the media budget that advertisers invest in campaigns is ineffective, says media expert Thomas Koch. However, media decision-makers could find out which part of their spending is being wasted or where they could save without reducing the advertising impact. horizont.net*

**59 billion**

.....  
**US dollars** will be spent on e-commerce platforms worldwide at the end of the year according to the World Advertising Research Center (WARC). That would be a growth rate of 18.3 percent. Amazon alone generates USD 517 in advertising revenues – every second. horizont.net.

**552 billion**

.....  
**euros turnover** in the retail trade is expected by the German Retail Association (HDE) for the current year despite the coronavirus. This would correspond to an increase of 1.5 percent over the previous year. absatzwirtschaft.de

**Twelve**

.....  
**promotional products** are owned by French people on average. 66 percent of them use these articles at least once a week. Prerequisite: they find them useful. 2fpc.com/L'objet Media

**Five**

.....  
**factors** are important for the success of a brand according to rheingold institut: Strategic relevance, a brand-specific formula for success, coherence, positioning, career. rheingold-marktforschung.de