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PSI Journal

International Magazine
For Promotional
Products

May 2021
Volume 60

19 – 21 May 2021

**SPECIAL EDITION
MAGALOG**

WELCOME TO PSI DIGITAL

Product Guide

Fair novelties, events
and festivals
Health, sport and fitness

Schneider Schreibgeräte

The Path to Sustainability

HERKA

Faster, more flexible
and more sustainable

Karlowsky Fashion

New standards
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Editorial

Welcome to PSI Digital

For the first time in its almost 60-year history, the PSI trade show is going to come to its visitors digitally. Yes, there will be no people thronging turnstiles and escalators: rather, digital messages will be coming to you in the office, living room, or wherever you find yourself. And yet there will be no paradigm shift occurring on 19 May. The promotional product business and the promotional product per se continue to operate haptically and multi-sensorially. Olaf Hartmann, one of the prophets for the promotional product in Germany, speaks of “intelligent, sincere and tangible marketing” in that connection. Not to worry, that will remain, without a single doubt.

But that is only the core of the business. Around it, and even on the products themselves, time has not stood still – and thank goodness for that. In my own early days as a journalist, hot type was still prevalent, and many years later, I co-founded a digital agency. That’s how short-lived things are these days. And the crisis we have been living in for a year is acting as a further accelerant: an accelerant for trends, an accelerant for the digital transformation, an accelerant for mental recategorisation.

Covid-19 has shown us one thing: if you want to be resilient, you need to be healthy before all else. As a person, but also as a business. If we as a business intend to be and remain that, then we need to go with the times. The promotional products industry has always demonstrated that it is ahead with its offering. It has ultra-modern products, seeks them via the digital PSI Product Finder, networks internally and with its customers – and is now taking part at PSI Digital.

Yes, we’d love to meet one another, but that’s just not possible. Technology has enabled us to be together nevertheless, as we have all learned in the past 12 months. Networking is a crucial element of digital transformation. So let’s look forward to the three days of PSI Digital as a platform for something that is new, exciting and surely not a one-off. For we will be taking along elements of the digital into the future.

We will work faster, be able to be more creative and will be leaving many a thing behind us that we used to think was indispensable. PSI Digital, though, will be as indispensable for visitors and exhibitors as every PSI in past decades: milestone year 2021. We’ll see each other from 19 to 20 May – just in a different format.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Casual, cool and fair

Hanna, our Fairtrade-gymbag not only supports significant improvements of the general working and living conditions through its Fairtrade certification, but is also a very usable friend for daily use.

Due to its grammage of 140 gsm the adjustable drawingstring it can be used for any activity. With a choice of 12 colours, Hanna leaves nothing to be desired.



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Hanna

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12 different colours



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- ✓ 140 gsm cotton
- ✓ 12 different colours



Welcome to PSI Digital

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From 19 to 21 May 2021, PSI Digital will be the meeting place for renowned promotional products suppliers and industry experts. For promotional products distributors, textile experts, finishers and marketers, the virtual trade show format offers real added value – such as the PSI Product Presentations, an exclusive product showcase with voting character.

The path to sustainability

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Sustainability is the key word of our times. It seems that only ecological and socially more compatible responsibility can shape a future worth living for humankind and environment. Our industry is also making a heightened contribution to bringing about this change by setting good examples such as Schneider Schreibgeräte.



Weaving variety

68

HERKA Frottier is one of Europe's few remaining weaving mills. The operation, founded by Karl Herrmann in the Waldviertel region of Austria in 1927, today employs a workforce of around 70 and is managed in the fourth generation by Thomas Pfeiffer, the founder's great-grandson.



“Green” collection

70

With almost 130 years of experience, Karlowsky Fashion GmbH is permanently anchored in the international market for work-wear. It has concentrated on new product segments since last year including work clothes for the fields of medicine, skincare, cosmetics and wellness, which form part of the new Health & Beauty collection.



Liebe PSI-Mitglieder,

wir freuen uns, die internationale Werbeartikelbranche in den kommenden Tagen auf der PSI Digital zusammenzubringen. Zum ersten Mal findet unser Branchentreffen im Mai und zudem digital statt. Bei dieser Premiere erwarten Sie zahlreiche Produktneuheiten, Industrie- und Nachhaltigkeits-Themen sowie Weiterbildungsangebote mit ganz praktischen Tipps für das tägliche Geschäft.

In Paneldiskussionen, Webinaren, Vorträgen und Interviews gehen wir während der digitalen Messe auf aktuelle Themen ein. Der Fokus auf dem Thema Nachhaltigkeit wird auch digital gesetzt. Unsere Experten erklären, warum sich Nachhaltigkeit mehr denn je lohnt, was es zu beachten gibt und wo sich sogar Geschäftsvorteile daraus ziehen lassen. Auch aktuelle Rechtsthemen und die Transparenz in der Lieferkette stehen auf dem Vortragsprogramm. Ein dritter Schwerpunkt liegt auf praxisnahen Themen rund um das tägliche Doing eines Werbeartikelhändlers. Zum Beispiel die Werbewirksamkeit auf Webseiten, die richtige Bespielung verschiedener Kommunikationskanäle mit den passenden Informationen und erklärende „Wie geht das“-Formate, zum Beispiel zum Thema Storytelling auf Social Media.



Über 150 Aussteller zeigen ihre Produktneuheiten und Trends.

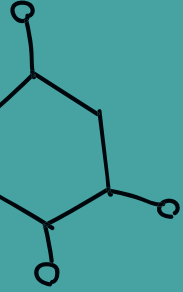
Über die gesamte Eventserie zeigen Ihnen über 150 Aussteller ihre Produktneuheiten und Trends. Wir freuen uns sehr, zahlreiche Stakeholder aus ganz Europa dabei zu haben und damit unseren Internationalitätscharakter auch digital beizubehalten. Mit uma Schreibgeräte als Presenting Sponsor und Schwan-STABILO als Platinum Sponsor haben wir zudem zwei starke Partner an unserer Seite.

Vertiefen Sie sich in den kommenden Tagen in unser Programm, verschaffen Sie sich einen Überblick über die Neuheiten im Markt und lernen Sie unsere PSI Services näher kennen. Wir laden Sie außerdem ein, sich den 11. bis 13. Januar 2022 für unser nächstes persönliches Treffen in Düsseldorf vorzumerken. Denn dann heißt es wieder: Die Werbeartikelbranche trifft sich – und zwar persönlich in Düsseldorf.

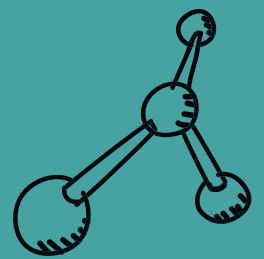
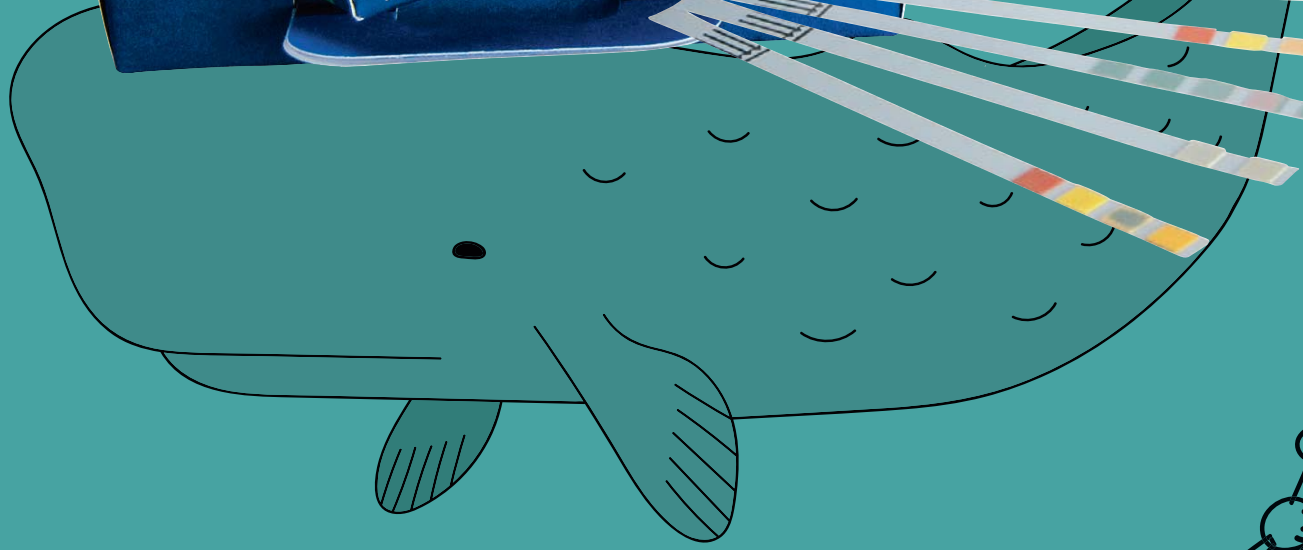
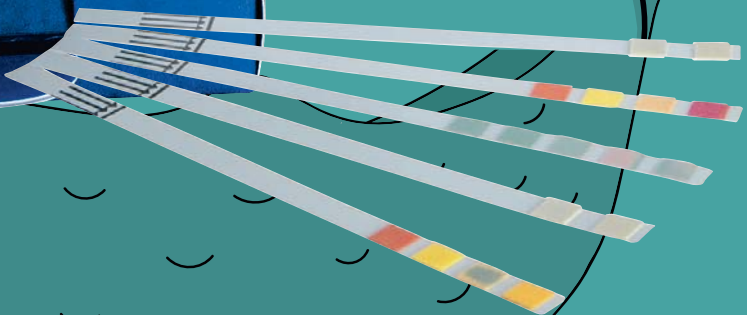
Und nun wünsche ich Ihnen 48 spannende und erfolgreiche Stunden auf der PSI Digital.

Herzlich

Ihre Petra Lassahn
Director PSI



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MEMO-PROMOTION.DE

Dear PSI members,

we look forward to re-uniting the international promotional products industry again over the coming days at PSI Digital. For the first time, our sectoral meeting will be held in May and in a digital format. At this début you will be in for a plethora of product innovations, industry and sustainability-related themes as well as continuous education with very hands-on tips for your daily business.

For the entire duration of the digital trade show we will address current topics in panel discussions, lectures and interviews. The focus will also be on sustainability at this digital forum. Our experts will explain why sustainability pays off more than ever before, what needs to be considered and what gives business that competitive edge. Current legal issues and transparent supply chains/due diligence will also feature on the agenda.

A third focal theme will be practical aspects of the daily business by promotional products distributors. Such as the advertising impact of landing pages, feeding the right information to the various communication channels and educational "how-does-this-work" formats covering storytelling on social media, for example.



More than 150 exhibitors will present their product innovations and trends.

Throughout the entire series of events in excess of 150 exhibitors will present their product innovations and trends. We are delighted to have numerous stakeholders from across Europe on board thereby maintaining our international flair also for the digital format. Furthermore, with uma Schreibgeräte as a Presenting Sponsor and Schwan-STABILO as a Platinum Sponsor, we have two strong partners by our side.

So delve into our programme over the coming days, gain an overview of the novelties on the market and get to know our PSI Services better. Beyond this, you are cordially invited to pencil in 11 to 13 January 2022 for our next personal meeting in Düsseldorf. Because then that time will have come around again: the promotional products industry will meet – and what's more – this time in person in Düsseldorf.

And now all that is left for me to do is wish you 48 exciting and successful hours at PSI Digital.

Warm regards,

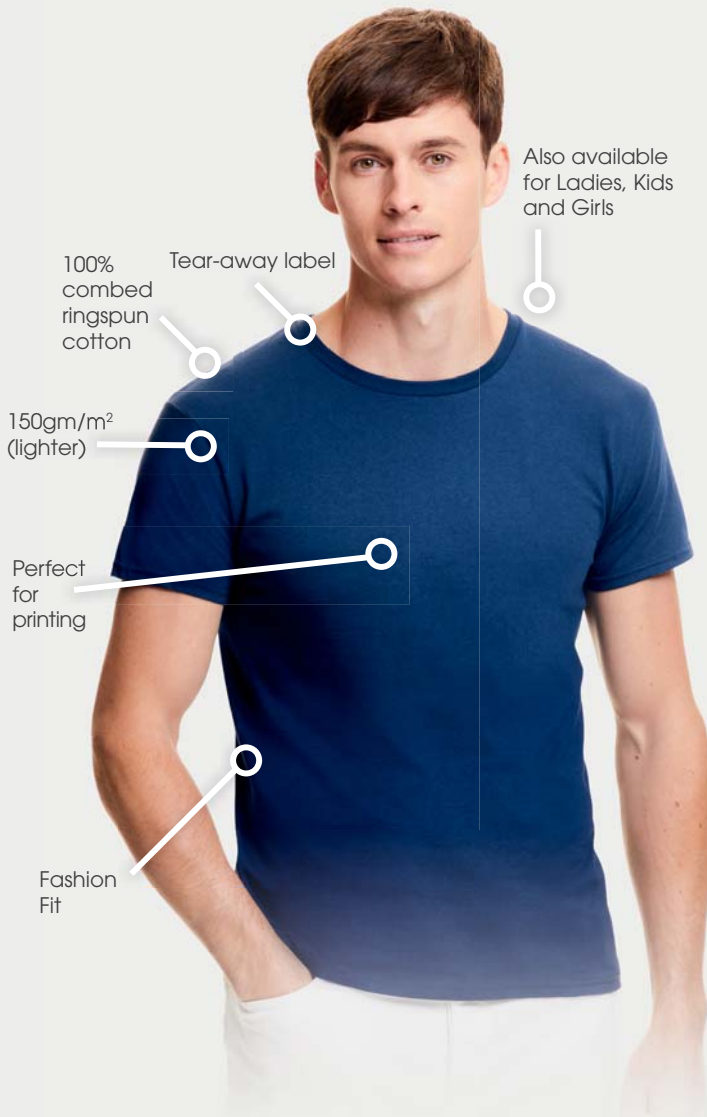
Petra Lassahn



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Chers membres du PSI,

nous nous réjouissons de réunir ces jours prochains la branche internationale des articles publicitaires à la PSI Digital. Ce sera la première fois que notre rencontre professionnelle aura lieu en mai, et en plus sous forme numérique. Lors de cette première vous attendront beaucoup de nouveaux produits, des thèmes autour de l'industrie et de la durabilité, ainsi que des offres de formation avec des conseils très pratiques pour les affaires quotidiennes.

Pendant ce salon numérique, nous nous consacrerons à des thèmes d'actualité lors de tables rondes, webinaires, conférences et entretiens. L'accent sera mis, aussi sous forme numérique, sur le thème de la durabilité. Nos experts expliqueront pourquoi la durabilité est rentable plus que jamais, à quoi il faut faire attention, et où on peut même en tirer un profit commercial. Des thèmes juridiques actuels et la transparence dans la chaîne logistique se trouvent également au programme des conférences. Un troisième accent sera mis sur des thèmes pratiques autour des actions quotidiennes d'un revendeur d'articles publicitaires. Par exemple l'impact publicitaire sur les pages Web, l'exploitation correcte de divers canaux de communication par des informations adaptées, et des formats «comment faire» explicatifs, par exemple sur le thème du storytelling sur les media sociaux.



**Plus de 150 exposants
montreront leurs
nouveaux produits
et tendances.**

À travers toute la série d'événements, ce sont plus de 150 exposants qui vous montreront leurs nouveaux produits et tendances. Nous nous réjouissons beaucoup d'y saluer de nombreux acteurs venus de toute l'Europe et de conserver ainsi notre caractère international aussi dans le format numérique. Avec uma Schreibgeräte en tant que Presenting Sponsor et Schwan-STABILO en tant que Platinum Sponsor, nous avons en plus à nos côtés deux partenaires forts.

Imprégné-vous de notre programme dans les jours qui viennent, faites-vous une idée des nouveautés du marché, et faites plus ample connaissance avec nos PSI Services. Nous vous invitons en plus à prendre note de notre prochaine rencontre en personne du 11 au 13 janvier 2022 à Düsseldorf. Car alors la devise sera à nouveau: l'industrie des articles publicitaires se rencontre – à savoir personnellement à Düsseldorf.

Et maintenant je vous souhaite de passer 48 heures passionnantes et prospères à la PSI Digital.

Cordialement,

Petra Lassahn
Director PSI

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du 08 octobre 2021

Digital meets haptic

Digitisation can simplify life. It facilitates access to knowledge and enables people to network with one another to an unprecedented extent. In professional life, automated processes are playing an ever more important role. The digital everyday has also long been making inroads into private life. Portable devices make sure that we are on standby at any time at any place. Digital seeing and hearing have already become normality. Scientists around the globe are conducting research into possibilities of digital smelling, tasting and touching. Whether artificial odour receptors, electrodes which, connected to the tongue, stimulate corresponding taste buds, or ultrasound vibrations that enable various stimuli even on a smooth display: what ostensibly looks futuristic, is already present-day. (wissenschaft.de, "Wahrnehmung in der digitalen Welt")

Is seemingly omnipresent digital superseding analogue experiences and sensory adventures? No, says even futurist and innovator Axel Liebetrau. He defines "future marketing" as the sum of digital + haptic. For, according to the expert, marketing in the digital age must be haptic and human in order to bring long-term success in the digital world. The issue, he says, is to bring together the human, the haptic and the digital. (axel-liebetrau.de, "Veranstaltungstipp: Die neuen Spielregeln des Marketings: Digital + Haptic = Future Marketing")

The promotional product plays a significant role in the intelligent merging of these two worlds, for it enables digital and haptic to be depicted as one. Promotional products are genuine all-rounders – whether as digital gadget or haptic support in everyday digital life. Whichever way, they always offer genuine added value, as the examples selected on page 12 demonstrate.



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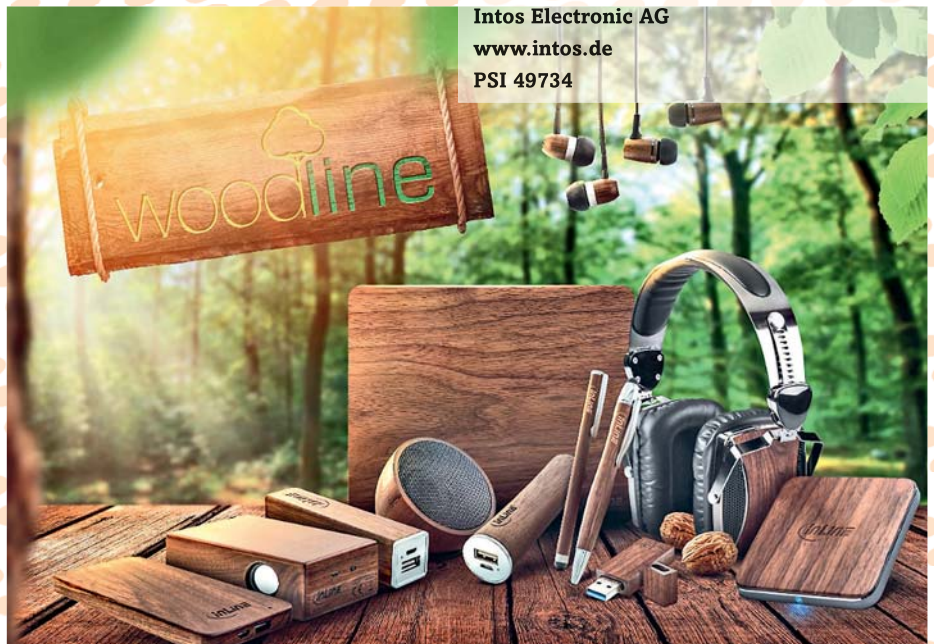


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Today, digital technologies can already help to replace or support missing or insufficiently developed senses. Digitisation can make life more comfortable. Nevertheless, sensory stimuli affecting mankind have increased due to digital technologies. (wissenschaft.de, "Wahrnehmung in der digitalen Welt") To utilize digitisation in an expedient manner seems to be the precept. To a certain extent haptic utensils can support digitisation in everyday life.

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Petra Lassahn now also responsible for strategic matters

Firm commitment to the PSI

Petra Lassahn has been responsible for the trade show side of the PSI since 2017. Starting in May, the experienced international exhibition specialist will now also be responsible for the strategic side of the entire PSI with its member network, its platform and services. "We must come closer together", is both a goal and prerequisite for her.

In turbulent times, clear strategies and clear words are needed: "We will ensure trust and confidence", Lassahn said in a conversation with the PSI Journal. Addressees of this promise in the member magazine are the 6,000 members of the biggest European network of the promotional product industry.

The trade show world is her home

Petra Lassahn learnt her trade at Cologne's exhibition centre, Koelnmesse. Her first large trade show was the photokina, followed by the inter airport and the IMA, for many years the biggest gaming exhibition in Europe. She was responsible for "Ambiente" and "Tendence" at the Messe Frankfurt. At Reed Exhibitions Deutschland, she was director of the Bar Convent Berlin, the largest specialist trade show for the bar and beverage industry. Under her stewardship, the trade show achieved great results and was successfully internationalised with the Bar Convent in Brooklyn and in Sao Paulo. Almost concurrently, Petra Lassahn took up her role as director and head of the PSI Trade Show. From May, in other words now, Petra Lassahn also assumes responsibility for the strategic direction of the entire PSI network and its services.



"We must listen to each other even more, learn from each other even more and modernise together even more."

Petra Lassahn, Director PSI

"We will invest in the success of the PSI"

Petra Lassahn's positioning is also a clear commitment by the management of the Reed Exhibitions group to the PSI. Barbara Leithner, Chief Operating Officer (COO) at the international exhibition organiser, leaves no doubt about this: "We will continue to invest in the further development of the trade show, the network and platform, in order to meet to the current and future requirements of our members, the exhibitors and visitors. We see this as a big and important challenge, which we gladly take on with all our energy."

We seek an exchange on equal terms

Barbara Leithner and Petra Lassahn assure PSI members that they will move even closer to them in future. Not only because the current crisis makes it necessary, but because it's a strategic goal and heartfelt wish: "Only together will we be able to tackle the problems faced now and in the future. As a large, leading international trade show and unparalleled company network in Europe, we must all stand together in the market and pool our strengths. And we must listen to each other even more, learn from each other even more and modernise together even more", according to Petra Lassahn. Both are more than confident that sunshine will prevail again when the Corona clouds blow over, at the latest at the PSI 2022 in Düsseldorf.

Until then, Petra Lassahn and her competent and experienced team will closely watch and listen to the market, speak a lot with members and stakeholders on equal terms and strengthen the PSI. "Strengthening the PSI also means that we want to advance the issue of sustainability further and secure it on a sustained basis", Petra Lassahn says. Collaboration with Michael Freter is also planned in this context, who has been a key driver of this issue in the industry.


<

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PSI Digital will be the meeting place of renowned promotional product suppliers and industry experts from 19 to 21 May 2021. With the virtual trade show format, PSI offers genuine added value to promotional product dealers, textile makers, finishers and marketers. Your free ticket will provide you access. Welcome to PSI Digital!

19 to 21 May 2021: Premiere of PSI Digital

Welcome to PSI Digital

The PSI remains the promotional products sector's major knowledge and innovations platform, even in 2021. Yet it is going to be different – and nevertheless diverse and exciting like the classic format in Düsseldorf's trade show halls. For the first time, the international promotional products industry convenes in the virtual realm for a 48-hour digital event. With its different formats and many programme items, PSI Digital offers valuable know-how and practical tips for the successful promotional products business from 19 to 21 May. "Our biggest concern with this event is to finally bring the industry back together again," says Petra Lassahn, Director of PSI. There will therefore be keynotes, podium debates, practical forums and product presentations. Secure yourself a free ticket and drop by.

Top theme: Sustainability

For years, one focus of PSI has been on sustainability topics, and this also applies for the digital event when it comes to promotional products, textiles, finishing and printing. For example, a panel debate sheds light on why it is worth taking a closer look at Cradle to Cradle, and why products that are made in a circular economy are making more and more sense. The subject of one seminar is the government textile seal “Grüner Knopf” and its benefits for promotional product dealers as well as the unbureaucratic route to licensing. Drawing on the example of Sailmate, the subject of “upcycling” also moves into the focus. Specifically, this is about decommissioned sails that are used to make new promotional products and customised articles, from drinks-holders to bean bags. Sailmate founder Anna-Lena Bruchmann explains in a keynote all the other things that can be made from sails and how to do business using an upcycling model.

Basic knowledge of legal matters

Laws and directives determine the industry’s daily business in many areas. What new provisions are there and where could there be pitfalls lurking? Stay on the safe side and keep up to date. Renowned experts explain. Topics include the new Market Surveillance Regulation, entering into force in May, or also the challenges of product responsibility and product liability. The keywords here are: market measures concerning RAPEX risk evaluation, the specificities of chemicals law, including recalls due to physical or chemical defects, and everything worth knowing about substances of concern. Transparency in the supply chain is also on the programme, which offers participants a knowledge advantage on many current issues.

From the industry for the industry

A third focus lies on Best Practices – practical topics all about a promotional product dealer’s daily business. For example, promotional effectiveness on websites, the correct provision of various communication channels with the right information and explanatory “how it works” formats, on the topic of storytelling on social media, for example.

More than 150 exhibitors from across Europe

Visitors to PSI seek one thing above all: a wide product range for their customers. This can now also be found digitally. More than 150 exhibitors throughout the series of events will make sure of that. They include, for example,

elasto form, koziol, and the JCK Group companies, so Gustav Daiber, Fare, Halfar, Mbw and SND. Kalfany Süße Werbung, Paul Stricker, Master Italia, Troika, Mahlwerck, Result Clothing, Lanyard.Pro and Softibag have also registered. uma Schreibgeräte is supporting PSI Digital as Presenting Sponsor. And Schwan-STABILO is also on board as Platinum Sponsor. Both are scheduled to introduce their current product novelties. “We’re especially delighted to welcome representatives from the whole of Europe even for the digital trade show,” reports Petra Lassahn. Besides Germany, the participating exhibitors come from Austria, Portugal, Poland, Spain, Italy, France, the Netherlands, Sweden and the United Kingdom, among others.

Participation free of charge

Besides PSI members, interested non-members can also take part in PSI Digital free of charge by means of a voucher. During the 48-hour digital trade show, they will then have the unprecedented opportunity, in addition to the programme, to try out all PSI services free of charge, including the PSI Product Finder with more than 130,000 promotional products, the PSI Distributor Finder and the PSI Supplier Finder. “We want to use this to give everybody from the industry the opportunity to try out our products and convince themselves of their added value,” says Petra Lassahn. All PSI services will then be available exclusively to PSI members again after the digital trade show. Tickets for PSI Digital can be obtained at www.psi-messe.com free of charge.

Event prolonged by seven Digital Fridays

On every second Friday of the month, a total of seven Digital Fridays will continue PSI Digital from June with various topical focuses, including sustainability, finishing technologies or textiles. “This is our way of not only bridging the time until the trade show in January,” says Lassahn, “we’re also planning to continue this format long-term in 2022, so we can offer the industry the chance to source, network and train throughout the year.”

Next trade show will be in Düsseldorf

Preparations for the next presence event are already under way. Petra Lassahn and her team are therefore in the middle of preparations for the next PSI, which will take place in Düsseldorf from 11 to 13 January 2022. <