

# PSI EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

June 2021

Volume 60



## **PSI Trade Show**

PSI remains leading trade  
fair for the industry

## **Golden jubilees**

50 years PSI membership

## **Burgerpen**

Innovation versus myth

## **Product Guide**

Wellness, cosmetics  
and beauty

Drinks, drink containers  
and table culture

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Successful Kick-off

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Editorial

# Quo vadis trade

**N**obody is likely to be knocked over by the news that trade is undergoing transformation. Many are dismissing creeping change processes with a shrug, while trailblazers got off the starting blocks long ago and are expanding their advantage. Such is the progress of a transformation that can be seen, but has not really been perceived as a threat. However, then came corona, convulsing the industry worldwide, including in the promotional products business.

Not for the first time in the history of humanity has a virus worked like an accelerant and driven changes. Market prophets are already talking of an epochal upheaval, of revolution and digital disruption. It will be a few years before we can assess how revolutionary this transformation turns out to be. Another lesson from history.

Nobody can deny the fact, though, that transformation in trade has accelerated dramatically and will continue to pick up speed. "And it does us good to accept and embrace change," a phrase I have heard in many variants in many market discussions. "It's more fun to get ahead and have a say": that can often be heard, too. Yes, transformation triggers fear now and then, especially among those who doggedly persevere. Change-makers tend to tackle things, facing transformation head-on and relishing it.

For the time being, there will be room for both entrepreneur types in the promotional products industry. Because the promotion product is a message-bearer with an extreme haptic impact, personal consulting and emotional appeal are always going to be success factors. Smaller traders with smaller customers will always be able to conduct their business using creative methods to appeal. Also, we often lack the time and money for translating a digital transformation into action – so we need to make the best out of this.

Traders who expand and have modern companies as target customers are already jettisoning many things that once brought success. They are using digital channels for customer approach and sales. However, they are also aware that there is more to a good digital set-up: back office, accounting, warehousing, customer data, all that needs to be digitised and optimised – and costs a pile of money.

Coronavirus is obstructing any clear view of the market. I know, though, that an enormous amount is happening behind the scenes in many companies. "Disrupt yourself" is showing an impact. There is plenty of life there, despite lockdown.

Get through these times effectively – your way

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

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

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# Trendy in three colours

Our bag Helen is made of 100% cotton and is available in 3 different colours. Due to its size of 33x50 cm, a grammage of 390 gsm and a small pocket on the front, Helen is suitable for every occasion. Whether for shopping, as a high-quality gift for hotel guests of a spa and wellness area or as a beach bag - Helen is always at your side with its modern shape.

Discover our Helen bag for yourself and perfect your personal advertising presence.



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



# Helen

N° 2335



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- ✓ 3 different colours



## PSI remains the industry's leading trade show

10

From 19 to 21 May, the PSI corporate network of the promotional products industry gathered exhibitors and visitors for its first digital industry meeting. The highlights of the digital event included a total of 20 hours of programme consisting of lectures, panel discussions and practical forums. The next presence trade show will take place from 11 to 13 January 2022 at the Düsseldorf exhibition centre.

## 50 years of PSI membership

16

The PSI is facing unusual times in 2021. Thus, a different approach is again being taken this year to honour members celebrating their anniversary. In the PSI Journal we firstly present the golden jubilarians, in other words those who have been members of the PSI for 50 years and, through this, have certainly also played a big part in its success story.



## Products which truly feel good

22

The term "wellness" sounds like an invention of modern marketing strategists, but it already appeared for the first time in 1654 and initially meant "good health". Meanwhile, the range of themes has expanded towards a world of products which truly feel good. Also attractive: products which will win you over as promotional articles both in terms of their function and look – effective creations with a shiny appearance.



## Patented technology

64

Writing instruments with antimicrobial properties make a lot of sense from a hygiene perspective. The Swiss writing instrument manufacturer burgerpen AG has taken a new approach in search of an effective procedure. Managing Director Xavier Canton reports on his experience.



According to the company's statement, **helo®** places great value on having **wood primarily being sourced from sustainable forest** in order to live up to customers' demands. The **lunchbox** (metal box with a beech wood cover) is also **fully recyclable**.

#### Lunchbox meets sustainability

**helo®**  
[www.heckelmann.com](http://www.heckelmann.com)  
 PSI 44145



**Corporate social responsibility (CSR)** is a term that describes the voluntary contribution of a company to **sustainable development**, which goes beyond legal requirements. In the meantime, **CSR** has become **common sense**. Companies that want to go a step further and score points in an attention-getting manner are developing into **impact brands**. These businesses are not primarily oriented towards making a profit; instead, their mission is to take **social or ecological responsibility**. In doing so, the willingness to make a positive contribution to the world and the desire to achieve **economic success** are not mutually exclusive. On the contrary, the movement towards so-called **social entrepreneurs** is booming. (www.brand-trust.de "Impact Brands: Wird sozio-ökologisches Handeln wichtiger als Profit?")

CSR has been anchored in the **promotional products industry** for a long time. Businesses in this industry have undertaken different approaches for developing their own **CSR identity**. This is not only reflected by our examples of CSR here, but is also demonstrated by many other suppliers listed in the **PSI Product Finder**.



#### Special Note

**Boxiland GmbH**  
[www.boxiland.com](http://www.boxiland.com)  
 PSI 43594



**Boxiland** is presenting itself as a socially responsible-minded company in several ways with their **Advent calendar with spices**. First, all of the spice sachets are filled **by hand** in a workshop for **people with disabilities**. The packaging of the finished calendars is also undertaken in such a **workshop**. The **elegantly designed packaging** can also be refilled every year and thus can always **be reused**.

#### A look at longevity

**Black + Blum Ltd**  
[www.black-blum.com](http://www.black-blum.com)  
 PSI 60237



**Black + Blum** designs its products with a focus on **reusability** and **sustainability**. The company wants to ensure that the articles have a **long use life** and also uses **environmentally-friendly materials** whenever possible. With its **premium stainless-steel series**, Black + Blum offers customers **sustainable, on-the-go solutions**.





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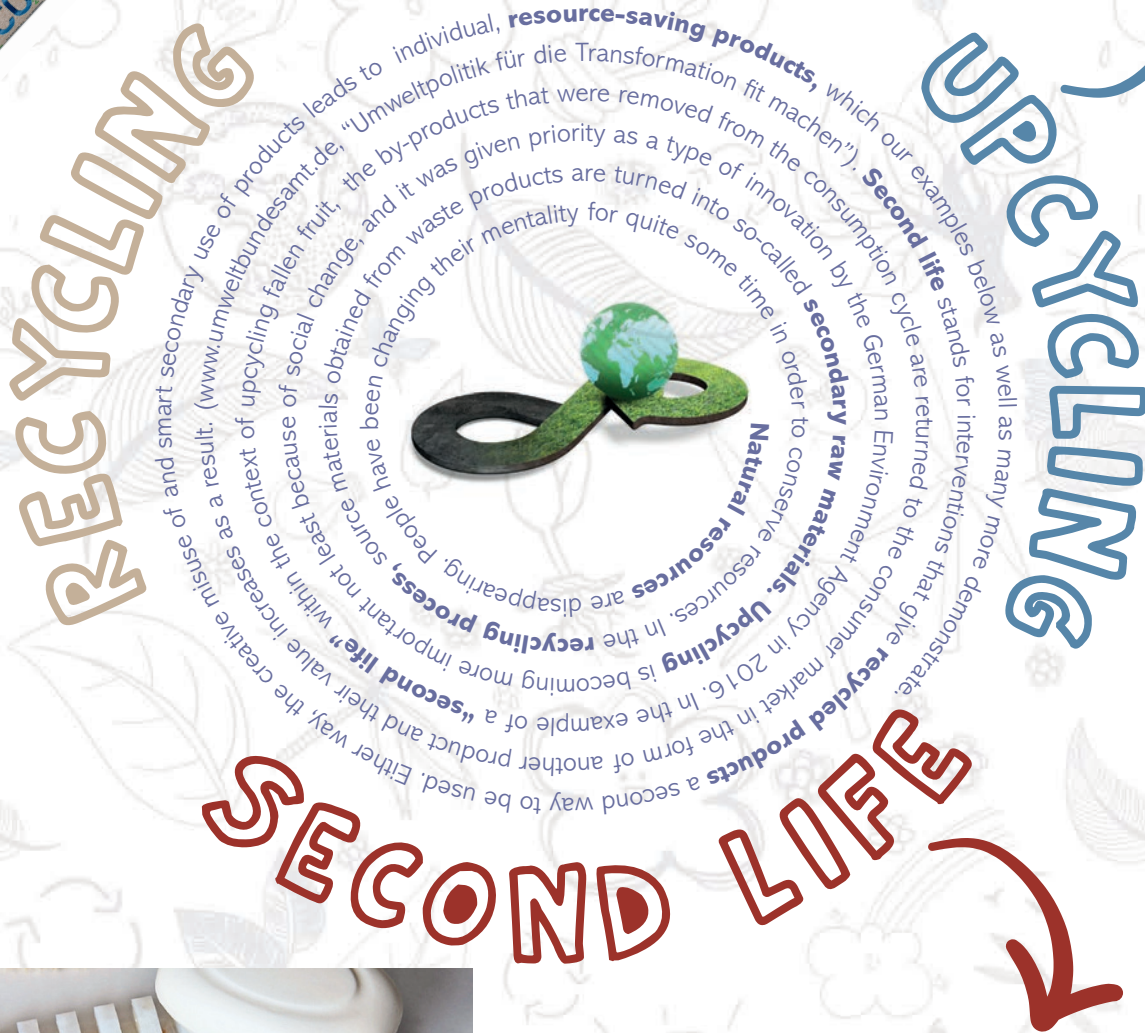
Retractable ballpoint pen features a barrel made out of recycled cardboard and a push button and tip made from renewable and compostable cellulose-based plastic.

Ritter-Pen GmbH  
www.ritter-pen.de  
PSI 44508



**Green Mood Food Takkuino**

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Giuseppe Di Natale S.p.A.  
www.dinatalestyle.com  
PSI 41734



**Sustainable WOW Collection**

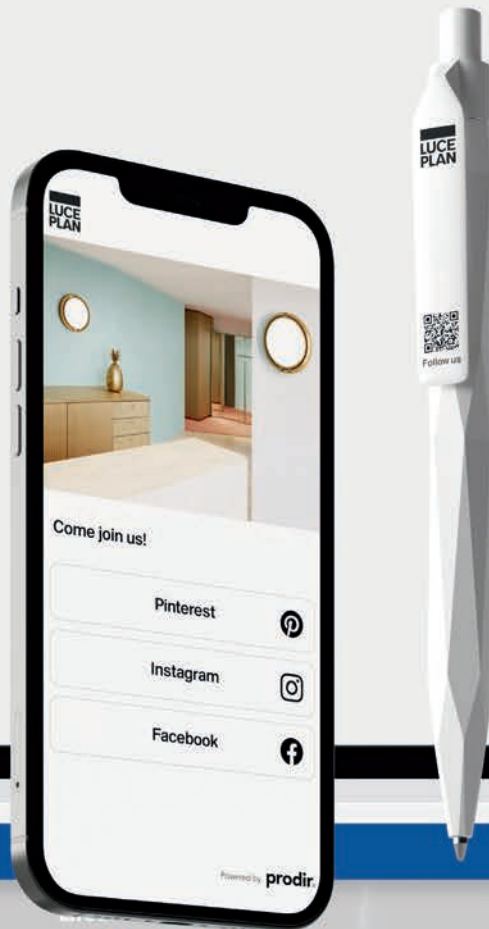
Soap dishes that are made from recycled 3D printers. The body of the dish is made out of the spools that were originally required for printing other products. The dishes can also be made from old refrigerators. The collection also features soaps that are produced from used coffee grounds or orange peels that have been upcycled.

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www.interallgroup.com  
PSI 41727

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## 13 Years the Captain

# Michael Freter leaves and stays

**P**SI faces a future without its managing director Michael Freter. After a successful 13-year period he has left the company in his current role, but will remain at the service of PSI and the industry. He will continue to provide comprehensive advice to PSI in “Sustainability Awards” matters, and companies within the industry have signalled that they are reluctant to let go of his international contacts and of his know-how in matters of market research and business development. He is therefore one who is departing, yet nevertheless remaining.

The coronavirus pandemic has brought the entire trade-show world to a screeching halt. Overall economic damage to the industry is already estimated to stand at some 200 billion Euro Europe-wide. It stands at 40 billion in Germany alone. Upheavals like this are logically going to have consequences, even for globally active concerns. For example, Reed Exhibitions has slimmed-down and reconfigured its management structures (see also Issue 4, page 10).

Michael Freter was still on board until the end of May. Now he is devoting himself to new tasks, but is supporting PSI as consultant and doer in matters of “Sustainability Awards”. These awards representing all things sustainable are one of many initiatives advanced by Michael Freter in his 13 years at PSI. It was not always easy. Quite a few sceptics needed convincing when he raised sustainability as a topic. What has since become a model for success and an image-carrier had to be bump-started with blood, sweat and tears.

But bump-starting and generally getting things moving always was his thing. In 2009 he experienced the biggest PSI trade show of all times and was totally incredulous that this so creative and innovative promotional industry was not a member of the Zentralverband der deutschen Werbewirtschaft (ZAW). There, too, there was persuasive work to be done on both sides. However, it soon became natural for the promotional product also to be playing a worthy role within ZAW. This is enormously important for the industry’s standing in politics and society, too.



Michael Freter advanced market research within PSI and in the German umbrella association GWW, where he served on the board for eight years. It is not long ago that he initiated and conducted the first Europe market survey.

His work for PSI and industry was honoured in 2017 with the high Reed distinction, the “Chairman’s Award”, and the major American industry network ASI elected him “International Person of the Year” in 2020. Much praise and adulation for a man who steered PSI through some not quite so calm seas. Now, after 13 years, he is disembarking, to remain on board as a consultant. In these coronavirus times, his departure as managing director could sadly only take place at the digital PSI, and only there could his achievements be acknowledged. Petra Lassahn expressed thanks on behalf of the entire PSI team, on behalf of Reed Exhibitions for 13 outstanding and exemplary years – and we at PSI Journal express our thanks for confidence and inspiration and for the ability to be wholeheartedly an editor and media man – and, somehow, a journalist, too. <



# slodkie

Linking business with delight



0217 Christmas mailbox



0167 Chocolate bites

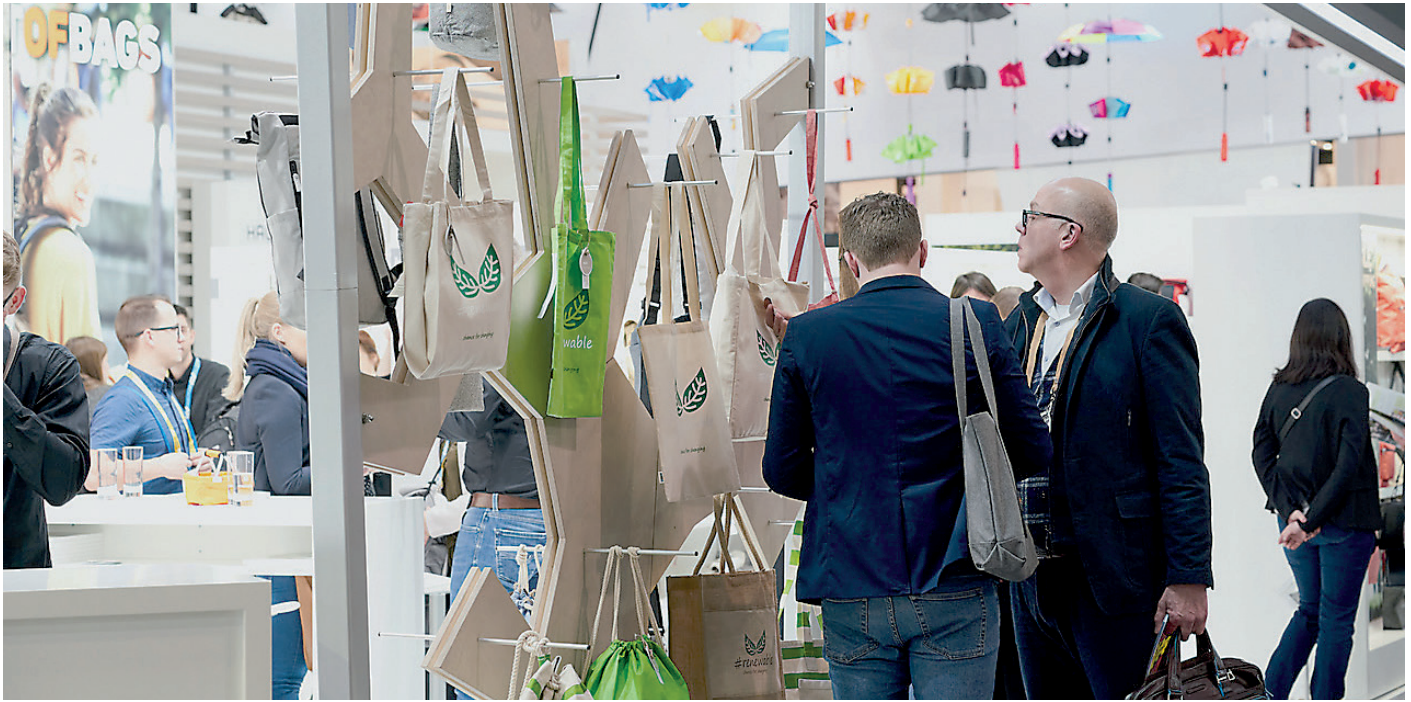
Ohh deer,  
Christmas soon will be here...  
Take care of your sweet Christmas gifts  
together with **slodkie**



chocolate tray  
made of paper

0105 Advent calendar eco





From 19 to 21 May, the PSI corporate network of the promotional products industry gathered exhibitors and visitors for its first digital industry meeting at the screens of companies in Europe. The next presence trade show will take place from 11 to 13 January 2022 at the Düsseldorf exhibition centre.

## PSI 2022: Focus on core topics and internationality

# PSI remains the industry's leading trade show

**F**ull of confidence and with new concepts, the makers of the largest trade show for the promotional products industry in Europe are starting preparations for the event in Düsseldorf in January 2022. Although, or precisely because, Covid-19 paralysed the entire trade show landscape for over a year, it will quickly flourish again if the general conditions are right. Düsseldorf is convinced of this, which is why all sails are set for the leading trade show in 2022.

### PSI Digital with 20 hours of programme

The trade show organisers have made intensive use of the time without a new event: With all means of modern communication and the expansion of digital tools, the connection to the market and its participants was not only kept alive, but improved. The visible expression of these efforts

will be the first PSI Digital from 19 to 21 May this year. The highlights of the digital event include a total of 20 hours of programme consisting of lectures, panel discussions and practical forums. The topics range from sustainability, law and marketing to innovations, trends and practical how-tos. Olaf Hartmann, one of the pioneers of multisensory marketing in Germany, gave the keynote speech on "The power of haptic advertising in a digital world". From June, the digital event programme will be supplemented by "Digital Fridays" on every second Friday of the month, so that a total of eight digital events will bridge the time until the next face-to-face event.

### viscom and PromoTex Expo become part of PSI

In 2022, the presence trade show will also come up with conceptual innovations. In 2019, the "PromoTex Expo" and "viscom" sections were spun off and affiliated respec-





the overall PSI structure, who has been operationally responsible for the trade show since 2018. The consequence of market discussions and analyses is that the trade show sections of PromoTex and viscom will be integrated into the promotional products show. Finishing and printing techniques in the promotional products industry, as well as textiles and merchandising, will thus be an integral part of the show in the future. Many visitors and exhibitors will be pleased about this.

### New regulations for visits by industrial customers

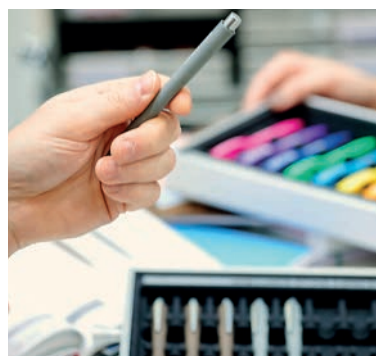
In addition, the network will address the wishes of its members even more than before. In recent years, criticism had arisen because the joint platform of PSI, PromoTex and viscom gave visitors access to the trade show that was previously only open to members. The aim of extending access to include industrial customers was to give more recognition and attention to the promotional products themselves with the world's largest and probably also most beautiful promotional products trade show. However, this intention and the interests of the trade were increasingly difficult to reconcile. Therefore, there will be a return to the rule that industrial customers will only have access to the trade show if they are invited by promotional products distributors or consultants. This will also be backed up by effective control systems. "With this, too, we are clearly steering a course towards reliability and a stable future," says Barbara Leithner, COO at Reed Exhibitions Germany Austria and thus also responsible for the leading trade show for the promotional products industry.



**Haptical experience, personal consulting and real trade show feeling: After the PSI Digital this year the industry will meet again face-to-face in January 2022 in Düsseldorf.**

### Presence trade show in 2022

PSI 2022 will therefore focus even more strongly on the needs of exhibitors and visitors. The topic of internationality will also play a major role here. Although the trade show has already held a top position in the trade show industry in the past with a high proportion of exhibitors and visitors, the world will pose new challenges after Covid-19. Petra Lassahn promises: "Last year, effective and comprehensive concepts were developed in cooperation with associations and other trade show companies. These will come into play for our German and international guests, provided special hygiene and admission concepts are still required in January 2021."



tively. "Due to the Covid break, but also in principle, this has proven not to be in line with the market and suitable for the future. We have talked a lot with the market. A rethink has taken place. Today, reliability, stability but also creativity in implementation are more in demand than ever. This is what the trade show has stood for for 60 years, otherwise you don't last more than half a century as a leading trade show," says Petra Lassahn, the new head of

The team in Düsseldorf is looking forward to the show in January 2022 with a great deal of confidence and excitement, and everyone is looking forward to seeing long-standing customers, partners and friends again. Since its inception, the event has become more than just a trade show or a network of companies. It is "part of PSI and Reed genetics," says Petra Lassahn, who has been responsible for leading trade shows at Reed for a total of 24 years. <



„Cool insight into topic and production! I would be happy to implement projects with you and strengthen Made in EU.“ This comment on a product presentation at the first PSI Digital is just one example of how the kickoff of a virtual event series successfully networked the promotional products industry digitally for the first time.

**The industry meeting place for around 3,500 advertisers**

# Successful PSI Digital

## Start of online event series



A toast to a successful PSI Digital:  
Petra Lasshan and Emily Whigham.



Olaf Hartmann, speaker of the key note „The  
Power of Touch“.

## Much praise for the PSI Digital

“PSI Digital is a very pleasant format and a good initiative. Of course, with the limitations that all virtual formats are subject to. Real encounters at advertising trade shows are still significantly more inspiring. Nevertheless: digital events like PSI Digital are the second-best solution. They give impulses in a lively way that are important for the restart of the market.”

**Olaf Hartmann, Managing Director  
Touchmore GmbH**

“There are many ways to stay in touch, even in a pandemic situation. But we all agree that nothing beats personal contact. That's why we're very happy that PSI 2022 will also take place in real life again. PSI Digital and thus also the Digital Fridays offer a good opportunity to at least stay in digital contact and to exchange information on industry-relevant topics or to obtain information and knowledge. We were and are therefore happy to sponsor the digital „kick-off“ event leading up to the PSI presence trade show.”

**Alexander Ullmann, Managing Director  
uma Schreibgeräte**

“From my point of view, it is important for us as an industry not to wait until we can all meet physically again - hopefully soon - but to use the digital possibilities in the form of digital events and digital exchange. PSI Digital pays a lot of attention to this and, with its broad network, brings the industry together where it is otherwise not currently possible. We are satisfied with the result of PSI Digital, but we are also of the opinion that the digital events must be seen as complementary in the future and cannot replace the physical trade shows and the direct exchange with our customers. We are therefore looking forward to PSI 2022 - live and in colour!”

**Harry Saffer, Managing Director STABLO  
Promotion Products**

# R

A total of around 3,500 advertising professionals tuned in when the international network of the promotional products industry digitally brought together the industry's assembled knowledge for 48 hours from 19 to 21 May 2021. More than 20,000 search queries were made in the PSI Product Finder and the company profiles were clicked on more than 10,000 times. The video content was viewed live and on-demand more than 6,600 times. A total of seven Digital Fridays will follow from June until the next trade show, which will take place in Düsseldorf from 11 to 13 January 2022.

### 20 hours of programme in 41 sessions

Viewers from all over the world tuned in, including Denmark, Romania, India, the Arab Emirates, Turkey, the Czech Republic, Finland, Sweden and the USA. A total of 46 per cent of the participants from almost 70 countries abroad sat in front of their screens and watched around 20 hours of live programmes. These were distributed over a total of 41 programme sessions.

In Düsseldorf's „Sturmfreier Bude“, which was converted into PSI's live studio, no industry-relevant topic was left out: Keynotes, lectures, panel discussions and workshops covered the latest in digitalisation, law, marketing and social selling. For this, 30 experts were drawn live or digitally into the studio. Olaf Hartmann, Managing Director of the Multisense Institute for Sensory Marketing, was one of them. In his keynote speech right at the beginning of the event, he explicitly emphasised the importance of haptic advertising in the promotional product mix and encouraged the return to live events: „Our brain was created 150,000 years ago in the structure it has today. That has not changed in the last 15 months. That's why haptic advertising will again make a valuable contribution to the customer journey after Corona, because our brains love haptics and we have a kind of hunger for touch pent up.“

### Are hybrid business models the future?

The current and future role of digitalisation and possible hybrid business models of the future were the topics of a panel discussion on day two between Alexander Ullmann, Managing Director of uma Schreibgeräte, Frank Dangmann, Chairman of the Gesamtverband der Werbeartikel-Wirtschaft (GWW) and Steven Baumgärtner, Manag-



**Steven Baumgärtner, cyber-Wear, participant in the panel discussion on digitalisation.**







Stefan Roller-Abfal, akatex, (right) led the discussion on the topic of the „Cradle to Cradle“ circular economy.

ing Director Marketing & Sales of cyber-Wear Heidelberg GmbH. „The fact is: Haptic advertising is, as the word suggests, a haptic product. Nevertheless, digitalisation is omnipresent and has its right to exist. For all our optimism about the current situation, we will fall back into old patterns,“ summarises Steven Baumgärtner, for example. „Digitalisation promotes efficiency in many areas. You don't have to fly across the world for every product and every team meeting. But especially when it comes to the product that makes up our business, you need the physical togetherness.“

The topic of sustainability was also prominent on the agenda. According to Frank Dangmann, Chairman of the GWW, the topic now plays an important role for 74 per cent of the companies. It also became clear that the industry is now increasingly aligning its production and corporate strategies with ecological, economic and social criteria.

### Product safety: Can the trader be held liable?

The experts from the inspection, testing and certification company Intertek and Reuschlaw Legal Consultants explained what legal consequences mistakes in product safety can have, what happens in the worst case and what measures must then be taken. It became clear that companies do not have to reorganise themselves in order to meet the legal requirements, but can address the issues individually based on their business objectives. When legal advice makes sense and whether it is always the manufacturer who is liable or whether the retailer can also be held liable were just some of the questions that were answered.

Why storytelling is enormously important for the promotional products industry was explained in very practical terms by Caroline Zöllner, Managing Director of Forteam Kommunikation GmbH, in her workshop. „People want to be entertained these days. They want to learn something new. The stories that are told must have added value. If you succeed in doing that, they also support sales. That's why it's so important not only to tell stories well, but also to tell them in a way that's appropriate for the channel,“ she summarises.

### More than 120 exhibitors from all over Europe

On the exhibitor side, the mood was also positive. Around 120 companies from Germany, Austria, Portugal, Poland, Spain, Italy, France, the Netherlands, Sweden and Great Britain were present at the kickoff. „PSI Digital and thus also the Digital Fridays offer a good opportunity to at least stay in digital contact and to exchange views on industry-relevant topics, to inform oneself or to obtain information and knowledge,“ said Alexander Ullmann, Managing



The technical implementation of PSI Digital was as professional as it was smooth.



## Much praise for the PSI Digital

"I think it's great that there is a digital PSI. As long as there are no physical trade shows, there is no alternative at all. Nevertheless, people are social beings and the product we are talking about here - the promotional product - is a haptic product. I have to be able to touch, feel and see it. Therefore, digital can only be a supplement. The future of trade shows will certainly be hybrid. But it won't work without the face-to-face meeting. I am 100 per cent convinced of that."

Michael Freter, former Managing Director PSI

"I think the format is great. It has become a round package in a great setup. Especially on the part of PSI Trade Show, it is currently important to send a clear signal. The pandemic has hit the trade show companies the hardest, so you have to go new ways. PSI is showing its presence here. That is a good sign for January."

Steven Baumgaertner, Managing Director Marketing & Sales cyber-Wear Heidelberg GmbH

"The PSI Digital programme offers everything from innovations to current topics that move the industry. We had three days of crisp programming: if you want to be up to date on what's currently moving the industry, you had to be there."

Caroline Zöller, Managing Director Forteam Kommunikation GmbH

"Due to the current situations in the World, necessarily, all businesses and meetings turn into online. For this reason, PSI Digital 2021 gives an important opportunity to sector companies and they try to compensate for PSI onsite with a digital version. Exhibitors get a chance to reach more professionals through PSI Digital 2021 which has integrated with PSI members' important database, Product Finder."

Aylin Odabas, Istanbul Chamber of Commerce

Director of the presenting sponsor uma Schreibgeräte.

elasto form, koziol and Gustav Daiber, Fare, Halfar, Mbw as well as SND from the JCK Group and Platinum Sponsor Schwan-STABILO also showed their new products online. Likewise, among others, Kalfany Süße Werbung, Paul Stricker, Makito, Master Italia, Troika, Mahlwerck, Result Clothing, Lanyard.Pro and Softibag.

### Digital elements will continue to enrich the network in the future

Petra Lassahn, Director of PSI, was also more than satisfied with the result of the first digital kick-off: „For all of us, it was a new experience to digitally represent the products and industry topics of the promotional products industry. Even though no digital event can replace the trade show on site, we have managed to offer the industry an event with added value. I am very proud of that.“

Barbara Leithner, COO of PSI organiser Reed Exhibitions Austria & Germany, also emphasises this. „The team around Petra Lassahn has put together a coherent and strong digital product within a very short time. With this, we have taken another first step towards the future. Because as a trade show organiser we will also be relying on hybrid concepts in the future, which will help our customers to do more business all year round thanks to additional digital services and wide coverage,“ says Barbara Leithner.

### Seven more digital events in the starting blocks

PSI Digital was just the kick-off. Starting in June, every second Friday of the month there will be a Digital Friday with a different focus. The first Digital Friday will start on 11 June with the topic of design and product safety. The following Fridays will focus on Christmas, sustainability and the Sustainability Awards, Gusto & Gastro, outdoor, the global industry and textiles. <



Pleased with an all-round successful premiere: the PSI Digital team.



Petra Lassahn thanked outgoing Managing Director Michael Freter on behalf of the entire PSI team and Reed Exhibitions for 13 outstanding and exemplary years.



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The next presence trade show will take place from 11 to 13 January 2022 in the Düsseldorf exhibition halls.