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**PSI Journal**

International Magazine

For Promotional  
Products

July 2021

Volume 60

-Advert-



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# PSI EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

July 2021

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## **Product Guide**

Christmas, gift sets,  
custom-made products  
Toys and plush products

## **Hirsch Ideas**

New line of effective  
protection products

## **doppler**

75 years  
of world umbrellas

## **PSI Jubilarians**

40 years member  
of the network

Exciting PSI event series until December

# Seven Digital Fridays

# IN THE BUSINESS OF BUILDING BUSINESSES



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## Editorial

# Adjusting our mindset

**C**oronavirus has abruptly pulled the brakes on the faster-further-higher mindset and subsequently created space and time for new thinking and new realisations. Weren't we all a little bit in love with the dreamy idea of the "global village"? A global village in which, thanks to digitisation, we communicate globally and simultaneously and understand one another, too. One technology, one language. National boundaries are detonated, supply chains extend around the world.

Similarly to how Gutenberg, with his printed word, levelled the path from illiteracy to the modern world, digitisation was meant to pave the way to the "global village". Sure, that has been achieved, in parts. Today we zoom and post with partners in Tokyo, Hong Kong or San Francisco. But, to the disillusionment of many contemporaries, we have not become one village. Rather, the world has fragmented. Dictatorships, authoritarian systems and the western world are finding themselves as irreconcilable as they were during the Cold War. This is not digitisation's fault, however, since technology has no moral force. At fault are people, clinging to old power structures and defending them brutally. Coronavirus has alarmingly laid that bare. As in the Middle Ages, whole countries have retreated into isolation. Supply chains have been collapsing, containers continue to rust in ports and aeroplanes are now parked in the desert.

Yes, in some areas we certainly need to do some rethinking if we intend to guarantee security of supply, sustainability, and proximity. That is because, and our sector is no exception, a whole heap of products originate from many sources in many countries. The narrative of the "global village" as a problem-free supplier should be placed under scrutiny. Infrastructure, at all events, must be made crisis-proof – that includes ours here in Germany. No renewed lockdown – on whatever grounds – can be allowed to lead to collapses in sales of up to 80 percent again.

By early autumn at the latest, the promotional products industry should have succeeded in regaining old customers' enthusiasm and adding new customers to its list. The task for the second half-year will be "proximity". No Zoom talk can replace the magic of a personal meeting. But a new mindset is needed in that context, too. We must revive meeting in person, while advancing digitisation at the same time. We must get to know our customers better, earn their trust and loyalty better, and reach out to them better. It is a change of mindset that is not only in our heads; it is not easy and, what's more, it is going to cost a lot of money. Nevertheless, we need to tackle it together.

On that note – here's to success,

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

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

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N° 2333



# Eva

N° 2334



# Sissi

N° 2343



# Franz

N° 2342



# Fritz

N° 2346



## Digital Fridays: The Digital Seven

10

They are the thematic extension of the PSI Digital until the next in-person trade show from 11th to 13th January 2022 in Düsseldorf: the Digital Fridays. A total of seven Fridays from June till December are dedicated to key topics of interest. It all started with live presentations on "design and product safety".

## It's very Christmassy

12

The year is hardly half over when the end-of-year business comes into view – and with it the ever-popular Christmas season. This year, too, the industry has already created beautiful, useful and

lasting gifts for the occasion. Also on the wish list: custom-made products. And from page 46 onwards, things get playful.



## Umbrellas of the world – 75 years of doppler

58

The traditional company doppler looks back on a 75-year success story, which would not have been possible without the courage, diligence and optimism of all the generations involved. Seven and a half decades in which doppler, with its excellent products, has made the leap from Austria to the world and is today considered the largest umbrella manufacturer in Europe.



## 40 years a PSI member

74

In the June issue of the PSI Journal we presented the gold jubilarians, i.e. those who have been members of PSI for 50 years. Among the members who have also helped to write a major piece of the success story are the suppliers and distributors who have been part of the international network of the promotional products industry for 40 years now.



**Sweet dreams on lavender****Schlaf-Gut herbal pillows****ASB Herbalind GmbH****www.herbalind.com****PSI 46706****Bringing out the essence****Gourmet Botanicals with aroma tin****BACCYS GmbH****www.baccys.com****PSI 60231**

# OLFACTORY SUCCESS FACTORS

Scents have an enormous influence on our life. Humans possess more than 400 different odour receptors, distributed across 30 million olfactory cells. That enables us to differentiate a trillion odour patterns – far more than we find words for. Pleasant scents prompt a feeling of wellbeing, which makes them an important component of brand communication (mylife.de, "Düfte und ihre Wirkung") – and they unfold their whole (fragrant) note when – depending on product – they also flatter palate and tongue.

**Aesthetic and sensual****"Be Esthetic" Natural Wellness set****LimeBOX****www.lime-box.com****PSI 48956****Pure beauty with nuanced flavours****ErblühTee Set (glass teapot with tea flowers)****Creano GmbH****www.creano.com****PSI 48136**

## THE WORLD'S MOST FAMOUS SCENT



Originally, it was not her intention to have a scent in her repertoire, yet she launched the world's most famous perfume: Coco Chanel's N° 5. In 1920, Chanel had twenty designs by former perfumer to the tsars Ernest Beaux presented to her, and out of them she picked the number 5. For, in her own words, the Grande Dame of Haute Couture always brought out her new collection on the fifth day of the fifth month, so in a trice she named the perfume for her lucky number 5. Initially limited to 100 bottles in 1921, the scent embarked on its global triumphal march and is today, after 100 years, as fresh as ever before. (faz.net, "Chanel N° 5 wird hundert")



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# RECEPTION



One word – (at least) two meanings and the verbal connecting link for two trends: one which has been taking shape for quite a while, but has considerably gained in popularity in the last few months, and one which can be assessed as the creative output of a challenging time. We are talking about the **micro wedding** (or also tiny wedding or “minimony”) and **WFH radio**. The term uniting the two is “reception.” In the case of the small weddings, the reception is limited to a gathering of **ten persons** maximum. In the case of WFH radio, it's about an **audio format** produced by a radio broadcaster on behalf of companies. It means that all employees can enjoy a good reception and a feeling of “**togetherness**” is beamed out. Our **product presentations** on this page are not only suitable for micro weddings or working-from-home broadcasting. With stylish and stylistically confident, haptic **eye catchers**, promotional messages are guaranteed a good reception.



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[www.g-k.eu/karlowsky](http://www.g-k.eu/karlowsky)



## #SUSTAINABILITY #RESPONSIBILITY

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BUTTON**  
GOOD FOR PEOPLE.  
GOOD FOR NATURE.





The promotional products industry is getting ready for a long-awaited live meeting and showing that it stands behind Europe's leading trade show for the promotional products industry. As part of a major campaign, numerous members are campaigning for their network until the "Who and How" of the trade scene can once again meet in person in Düsseldorf from 11 to 13 January 2022. While the industry giants, in other words the "Who", will bring along their concentrated expertise on promotional products, the retailers will show with their "How" how business can be done successfully with them.



**Campaign "We are PSI" is giving an optimistic outlook**

# Who and How of the industry is behind PSI





**W**he renowned heads of the industry stand behind the international network. “PSI is the leading European trade show and we need it more than ever in 2022,” says Armin Halfar, Managing Director of Halfar System, for example. “For us, the network represents one of the most important interest groups that brings industry, advertising media consultants and manufacturers into contact and thus offers advertising media a platform that goes far beyond simple product presentation. As a communicator towards politics and business, the show is an important component.

### There is nothing like personal contact

Others see it similarly. Under the campaign “We are PSI”, various key players in the industry are currently campaigning for “their” trade show until it takes place, giving a positive outlook on the time after the pandemic. “There are many ways to stay in touch, even in a pandemic situation,” affirms Alexander Ullmann, Managing Director of uma Schreibgeräte. “But we all agree that nothing beats personal contact. That’s why we are very happy that PSI 2022 will also take place in real life again.” For the future, he believes in a strong leading trade show where suppliers and retailers make a strong case for haptic advertising over other forms of advertising, as well as sending positive signals for haptic advertising to the applying industry and politics.

### International industry comes to Düsseldorf

Support is also coming from the international side. Registrations for the on-site event in January have already been received from Germany, the Netherlands, France, Portugal, Spain, Italy, Turkey, Denmark, the United Kingdom, Sweden, Poland and Saudi Arabia. Manufacturers and suppliers such as XINDAO, koziol ideas for friends, STABILO Promotion Products, Stilolinea, VICTORINOX,

Waterdrop Microdrink and TROIKA Germany will be there. The LEUCHTTURM Group, Sanjuan Hermanos, Croatian umbrella, Clipper, Cottonland - Textile Agency, badge4u and Bio Laboratories also await visitors at the start of the year with their new products, bestsellers and processes from the promotional products, textile and finishing sectors.

### New admission regulations strengthen the distributors

“We are pleased about the great confidence from the industry,” says PSI Director Petra Lassahn. She recently presented the new concept of the show to the Advisory Board of the Promotional Products Industry. The focus is on successful cooperation between all market participants, i.e. suppliers, importers and retailers. For this reason, it also includes a modified admission regulation for the show’s participants. Members will continue to find it easy to participate in the leading show. In future, too, they can simply purchase their ticket via the ticket shop. Invited industry customers with a voucher code can also redeem it in a few steps in the ticket shop. Companies that are neither members nor have been personally invited by a member can register in the ticket shop, but must legitimise themselves in advance. „In this way, we ensure that only people with a business focus on the promotional products industry visit the trade show and thus strengthen the trade’s position,” says Petra Lassahn, explaining the new admission regulations.

### Finishing and textiles are new focus topics

The event is also sharpening its profile in terms of content. In future, finishing processes and sustainable textiles will also find a home under the PSI brand name, alongside trends from the promotional products industry. This will unify the concept. The main themes are reflected in the various special areas, but also in the supporting programme, including a special finishing show and the Textile Campus. For all those who cannot come to Düsseldorf in January, the programme will also be broadcast digitally.