

PS1 EUROPE

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For Promotional
Products

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Product Guide

Ecological and sustainable
products

Chocolate and sweets

Industry

Companies, events,
markets

QTRADO Logistics

Sustainable advertising
material logistics

Gustav Daiber

How workwear works

Price explosion
and delivery delays

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TIP



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TIP





Editorial

Vaccinate, vaccinate, vaccinate

Yes, this is an urgent appeal: Please help us, and the whole promotional products industry, to get the Corona vaccination rates up. According to scientific estimates, at least 85 per cent of us need to be fully vaccinated in order to achieve what is known as herd immunity.

In most European countries, between 50 and 65 per cent are currently fully vaccinated. So there is still a long way to go before we will have a chance to live our normal business and private lives again.

Because this is too slow for many companies, in the USA, and also in other parts of the world, they now want to make it compulsory for their employees to be vaccinated. Google CEO Sundar wants to stop allowing unvaccinated people onto his campus. Uber, Netflix and Facebook are also considering similarly strict measures. In European countries, this is probably not possible for legal reasons, at least for the time being. It will therefore come down to the persuasiveness of companies in convincing their employees, their customers and their private contacts of the necessity of having a voluntary Corona vaccination. This so-called "nudging" can often help. Free beer, bratwurst and cinema tickets are a popular means to this end. You wouldn't believe it, but it actually helps. Companies should be able to come up with a few ideas of their own.

Yes, one could be of the view that the constant harping on about incidence values is not productive, and that other parameters should have been taken into account long ago. But the politicians are not willing to do this at the moment. So does it help, then? No. It is also a pity that there is no dependable European approach. Emmanuel Macron is putting pressure on certain professions and reaping massive opposition on the streets. England, with its fairly high vaccination rate, is largely returning to a more normal life. At the same time, other countries in the south are once again becoming high-risk areas. So what to do?

Once again, please help us all – that is, the whole industry – to get more people vaccinated. You and your staff can become vaccination ambassadors. We will only be able to get back our trade fairs, our association meetings, our in-house fairs, and our presentation events – all the things we love so much – if we have a high vaccination rate. There are many things about the Corona topic that I, too, see very critically, things we have to discuss – but only after the vaccination. That's what I have learned in one and a half years of Corona.

With this in mind

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Zero Waste

Renata - Recycled Cotton Bag with long handles (approx. 70 cm)

Renata is one of these bags which have a special feature, due to it is made of 70% recycled cotton of recycled cotton scraps and 30% recycled plastic (rPET).

The result of above-mentioned combination: long-lasting and individual quality with individual design, because every used cotton bag were built by own special features and colours.

Renata has a timeless standard size of 38 x 42 cm, is equipped with long handles (approx. 70 cm) handles and has a high-quality grammage of 200 g/m².

For individual advertising, the recycling bag can be printed in screenprint on both sides with a logo. The maximum print size is 28 x 30 cm.

With this promotional item you are making a strong statement: Zero Waste.



www.misterbags.de

N° 2347

Renata

[re'na:ta]

The name comes from the Latin and means „the reborn one“.



70% waste cotton &
30% rPET



Focus: Price explosion and delivery delays

10

The economy is picking up again in many countries – but with obstacles. However, this is leading to shortages of raw materials in many areas and freight space is also in short supply. The result is delivery delays and rising prices. The promotional products industry is also affected by this, but is nevertheless looking confidently to the second half of the year.

PSI: Nothing comparable

18

There is no alternative to PSI as Europe's biggest leading trade fair for the promotional products industry. It has grown continuously over decades.

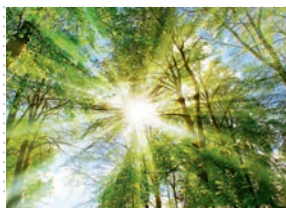
For the industry and PSI, however, this event does not mean a return to normality. In the meantime, the network has gone new ways together with its members and gained new experiences.



For a future worth living

20

Despite the pandemic: the most urgent global problem is and remains the ecological future of the planet - and thus also the liveable environment of our species. Our industry is increasingly aware of its responsibility in this regard – and presents sustainable products accordingly. Another topic in our Product Guide presents sweet temptations.



Sustainable advertising materials logistics

72

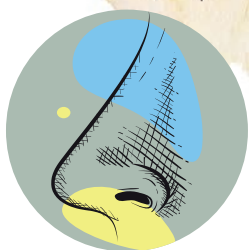
“Standing still is not an option. Higher, faster, further is the motto.” According to this motto, QTRADO Logistics, professional service provider for all facets in the field of logistics, is constantly developing. With its comprehensive and sustainable services, the official partner of PSI is also available to all members of the network.





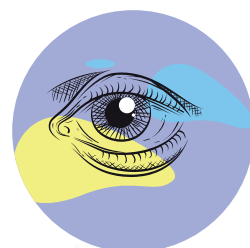
True classics

Trends come and go. Classics remain and are felt to always be there. They form the timeless counterpoint to time-dependent fashion. Classics are assigned several seals of quality: They have a long (inter)national, not infrequently cross-generational reputation as well as often cultural influence, have a certain tradition and high recognition value and stand for quality. A legendary example is the famous Viennese coffee house chair by the German carpenter Michael Thonet, who was born 225 years ago. "No other piece of furniture can be seen in so many contemporary historical pictures and with so many famous personalities," writes the Frankfurter Allgemeine Zeitung ("Vom einfachen Tischler zum Pionier der Möbelproduktion", 21 June 2021). No less famous is the world's first motor scooter, which the aircraft engineer Corradino D'Ascanio patented exactly 70 years ago. It was commissioned by a certain Enrico Piaggio, who gave the two-wheeler for everyone the name Vespa. (tagesschau.de, "Der Sound der 50er-Jahre")



However, creativity is the link between classics, already existing, and those which have what it takes to become a classic one day. This is also proven by the (potential) classics among the promotional products that can be discovered at the PSI Product Finder. There is one thing they all have in common: the multi-sensory advertising USP.

<https://psiproductfinder.de/en>



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Strong carriers

Bags as advertising items enjoy constant popularity and rank in the top 3 of the most frequently used promotional products by companies. The trend is rising – after all, they play a supporting role as an indispensable companion in everyday life, at work and when travelling, but also as an eye-catcher (for advertising messages), they are attention-grabbing in daily use. So it's hardly surprising that the so-called fishnet bag has made it to the hip It-bag and one of the trends of 2021. There are also sustainably strong carriers from the ranks of PSI members, as our examples on this page and others in the PSI Product Finder prove.



Cool for business and shopping

Go Urban Cooler Bag made of rPET
Troika Germany GmbH
www.troika.de/business
PSI 46311



Sunshine in the form of a bag

Shopper Sunny made of sustainable cotton
Halfar System GmbH
www.halfar.com
PSI 45666



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Biodegradable linen bag
Stickerei Klam
www.klam.de
PSI 49110



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100.8 points

reached the
ifo Business

Climate Index in July. The enterprises assessed the present state of their business as better, but there is a noticeable decrease in optimism with the development within the coming months in mind. ifo.de

79%

of Germans consider it positive when companies communicate their social engagement in their advertising according to an Ad-Alliance study. horizont.net

72 per cent

of respondents in the "Campaign Zero – Zero Cookies" study, which was conducted by Welect in cooperation with [m]Science, consider the principle of self-determined advertising consumption good. According to the study's findings, this principle is even liked by 68 per cent of Adblocker users as well as 67 per cent of respondents who generally consider online advertising disturbing. adzine.de

3 months

Within this period marketing actions should make an impact. That is the statement of 50 per cent of the marketers responding to a study by Sportfive and Onefootball. horizont.net

45 billion

euros in total net advertising revenue is expected to be generated in Germany in 2021 according to a forecast from Schickler Media Index. It represents an increase of 6.2 per cent compared to the previous year. horizont.net

32.000

downloads within 30 days after their release catapult podcast episodes directly to the master class level: the top one per cent. Episodes with more than 18,000 downloads are classified as the top two per cent. Podcast creators can be proud of belonging to the top ten per cent category starting from 3,000 downloads. It is surprising that a podcast episode is considered among the most successful 50 per cent when it has more than 125 downloads. adzine.de

Every fourth

employee in Germany (24 percent) was able to work from home three to five days a week – compared to 22% in the USA and 21% in France. These were the findings of the study on "The Future of Work after COVID-19", which was conducted by McKinsey Global Institute (MGI) in eight leading economies. Another finding: Germany is affected most by the changes taking place in the workplace in Europe. wuv.de



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As an environmentally-friendly company, we are introducing a new line of biodegradable products, certified by COBRO-Packaging Research Institute.

Biodegradable badge (56mm)

Biodegradable badge with safe pinless closure.



Biodegradable self assembling badge

Biodegradable badge (56mm) with pinless closure which can be easily made without any specialised equipment.



Name badges pinless

Transparent ID with a safe pinless closure in two sizes



COLOR: Transparent

Mobile card pocket (85x55mm)

Mobile card pocket for mobile phones gives you a secure and elegant way to carry your documents, credit cards or money.



COLOR: Transparent

Token

Biodegradable token for trolley marked with pad printing, digital printing or flat sticker. It can serve as an interesting alternative to paper coupons or currency during events.



Token size: 1€

Microfiber cloth RPET

Microfiber glass cleaning cloth with a customisable design is ideal for cleaning glass and delicate surfaces without leaving any streaks or smudges.



Multifunctional bandana (250x480mm)

Bandana 150 gsm made of recycled polyester is a product designed for eco-aware customers who care for the environment.



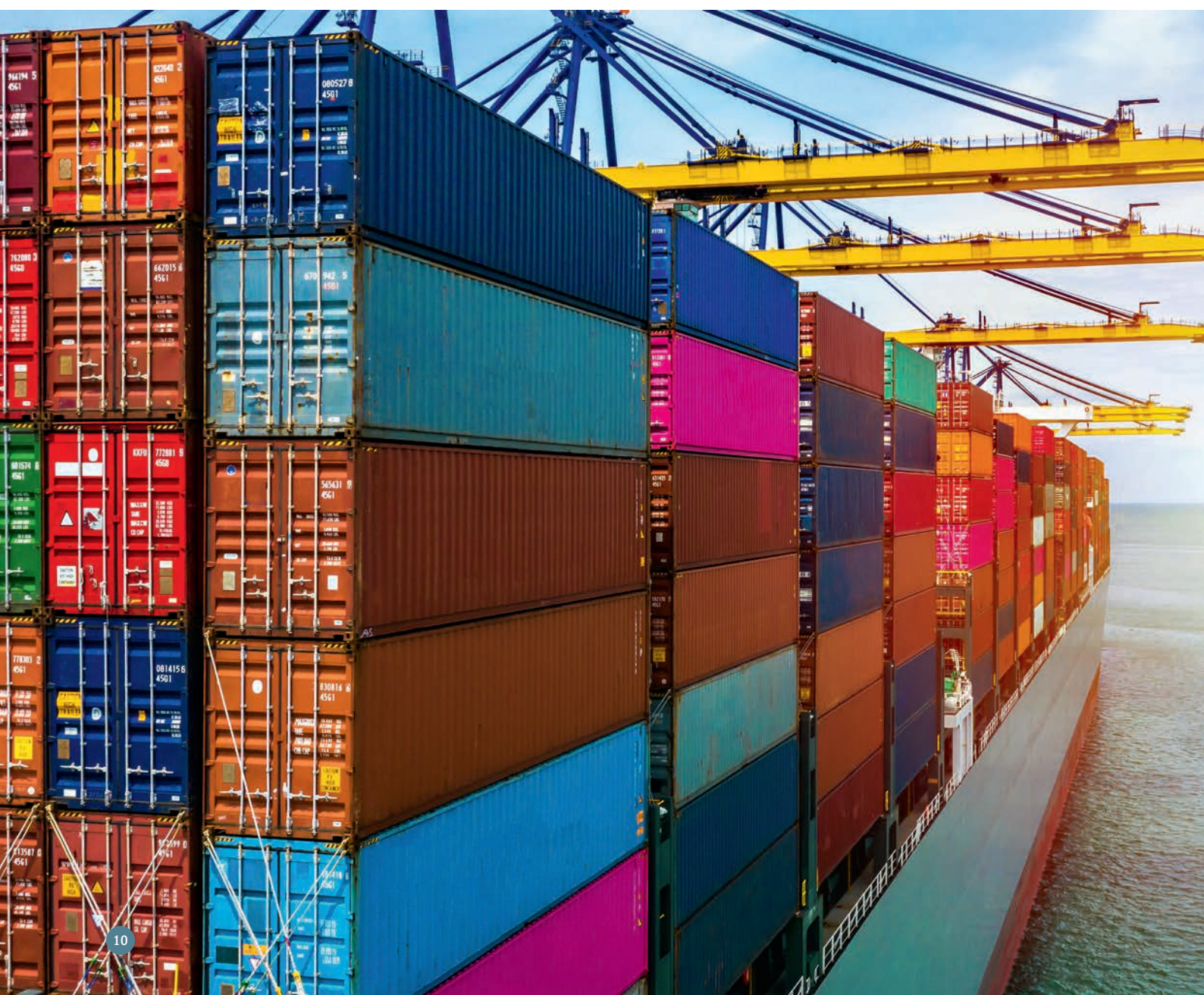
Camera cover (30x13mm)

Camera cover sliding with a customisable graphic design is designed for laptops, computers and tablets.



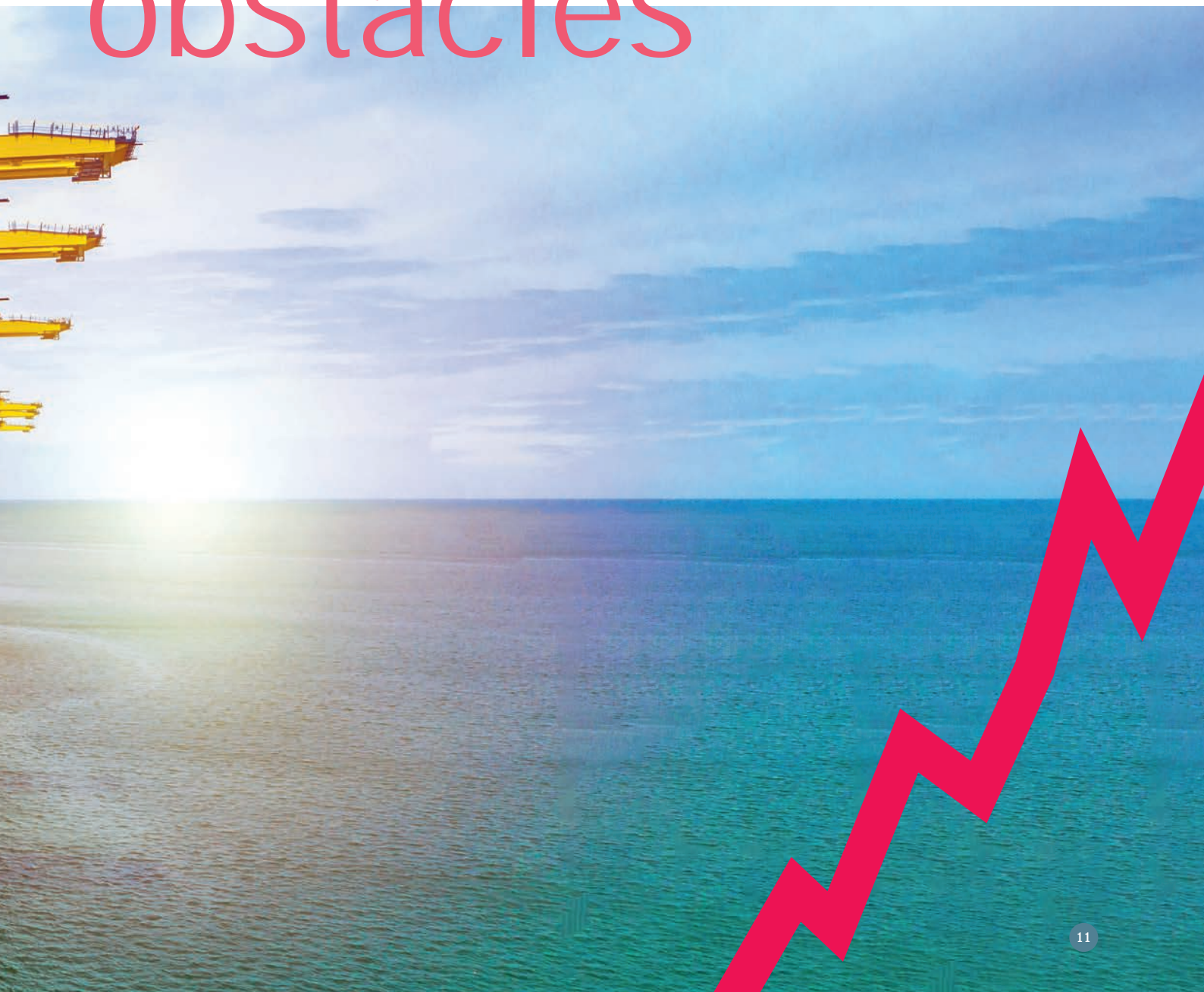
COLOR: Transparent

The **economy** is **picking up speed again** in many countries. But in a number of areas, this is leading to **raw material shortages** and **cargo space** is also in short supply. **Delivery delays** are the consequence, **prices are rising**. Whilst the promotional product industry is also affected, it is still looking **optimistically towards the second half of the year**.



Price explosion and delivery delays

Recovery with obstacles





he pandemic is spreading throughout the world – first hitting one country hard and then the next. Lockdowns and slumps in demand in the respective regions have been changing the economic environment for a year and a half now, impacting the raw materials markets, industrial production and worldwide transport. Support programmes, a recent pickup in demand and other factors are now leading to economic recovery in several regions. According to the ifo Business Climate Index, German companies have been rating their current business situation increasingly optimistically in recent months and expect the positive trend to continue in the second half of the year. With China and the USA, two huge markets have regained considerable momentum, albeit at slightly different times.

Material shortages and price increases

So, things are going uphill again – that's good news. However, the development is so rapid in some cases that the raw materials can't be produced and delivered quickly enough. On top of all this, other factors come into play

The scarcity of resources is driving up prices. Wood and wooden products are particularly affected.

like changing demand patterns, disruptions to production, insufficient cargo capacity and trade conflicts. The Suez Canal blockade also had a long-lasting impact. The raw material shortage and associated price increases are creating uncertainty in many industries. Price increases are particularly pronounced for wood and wooden products, paper, cardboard and packaging material, among others. The global chip shortage makes electronic components more expensive and, in extreme cases, leads to production stoppages. Plastics are also affected. A survey by the portal for plastics processors came to the conclusion that the price of many standard plastics has risen by more than 70 per cent since the beginning of the year. Recyclates have also been affected by significant price hikes.

Transport and logistics costs rising

All industries have also been hit by surges in transport and logistics costs. A rise in the number of registered Corona cases around the metropolis of Shenzhen in southern China led to major bottlenecks in cargo handling in the ports of Yantian and Shekou, as well as Nansha (in



neighbouring Guangzhou). In May, the world's fourth largest container port – the Yantian International Container Terminal (YICT) – experienced severe congestion due to Corona measures, with the vessel backlog clearing only slowly. Similar problems in Chinese ports were already experienced in 2020. Many consignments for the promotional product industry are shipped from here, which means that the industry should continue to expect delays and higher costs.

Prices reach record highs

Sales prices in the wholesale market increased by 10.7 per cent in June 2021 compared to June 2020. As the Federal Statistical Office (Destatis) announced, a higher change compared to the previous year was last recorded in October 1981 during the second oil crisis (+11.0 per cent compared to October 1980). The high rates of increase are partly a consequence of the very low price levels in the same months of the previous year linked to the Corona crisis, according to Destatis. Experts estimate that this so-called 'base effect' will diminish by autumn. Even though Bert Rürup, President of the Han-

delsblatt Research Institute (HRI), believes that the inflation rate in Germany might exceed four per cent over several months, he assumes this would be a temporary phenomenon. From next year onwards at the latest, this upsurge in prices will fall back noticeably to around the two per cent mark, Rürup is quoted as saying in the Handelsblatt.

The promotional product industry is also impacted

Together with companies from the industry, we investigate the question: how strongly has the promotional product sector been feeling the effects of the situation described above? Because promotional products in all shapes and sizes come from countless industries and are part of the international movement of goods as imports and exports. Fixing manufacturing and delivery dates, calculating prices and of course also communicating with customers are thus becoming increasingly difficult. Because customers need to be informed about potential impacts like price increases and delivery problems and the circumstances must be explained. How do promotional product companies assess the situation? >>

Container traffic suggestions at ports result in delays in the entire logistics chain.

