

# PSI

# EUROPE

**PSI Journal**

International Magazine

For Promotional

Products

October 2021

Volume 60



## CD-LUX

Alexander Dirscherl

Wow with sustainability

## Product Guide

Outdoor, Umbrellas, Tools,  
Knives

Health and Hygiene

## PSI Trade Show 2022

New Sustainability

## Trade shows autumn 2021

The industry meets again

WE CARRY PRODUCTS CERTIFIED WITH THE

**GREEN**   
**BUTTON**

GOOD FOR PEOPLE.  
GOOD FOR NATURE.

Green Button

# Showing responsibility with certified textiles

# INNOVATIONS



## Laser Distance Meter "Quick"

Measuring distance up to 30m.  
Noble aluminium case with LCD display.  
Simple one-button operation.

Battery technology and automatic switch-off.  
Laser protection class 2.  
High quality black gift box.



## Laser measuring device "Quick-Magic"

Automatic area and volume calculation for  
distances up to 30m.

Large 1.44" inch TFT-LCD display.  
Laser protection class 2.

High quality black gift box.



Beech wood folding rulers in bicolour look with  
coloured ends.

Top class in 14 colour combinations,  
minimum quantity 100 pieces.

Inner fitted spring metal joints for smooth  
opening and closing.  
Angle scale on 2nd section.

Ideal also for digital imprints.

Colour quality scale as above.  
16 new colours already from 100 pieces.

Scales with CE-certification.



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Editorial

# Trade in Transition

The environment in the promotional products trade has noticeably changed in the past few years. New competitors have emerged, some of whom bring extensive experience in e-commerce and logistics expertise with them. At the same time, customers' expectations have also changed, in part due to the coronavirus. One only has to look around their own private lives to see that a large number of our friends and acquaintances have learned during lockdown that they like being able to track their purchases and have their order on their table the next day when they order something online. This convenience has quickly become a general expectation in retail and wholesale sectors as well. The wholesale promotional products market can meet this expectation with specific product know-how, maintaining personal relationships with customers and offering good customer service.

Many distributors and consultants consider these services reasons to see the situation as an uphill, defensive battle. It would be more promising if these qualities were coupled with a good strategy with respect to digitalization. After all, the internet also offers wholesalers tremendous opportunities to better meet their customers' needs and retain them as customers. While e-commerce may be highly regarded, it is still frequently a problem because businesses approach it half-heartedly. All opportunities entail risks, and e-commerce leaves little room for recipes for success and concepts from the past. Who would have thought years ago that people could buy shoes without ever having tried them on? It is only possible because people view their options after making their purchase differently now – it is easy to make returns.

This cannot work with branded promotional products, which is why in the promotional products sector, the time before a customer makes a purchase is when there is leeway for making new digital changes. One example, is having an online strategy which focuses on providing consultancy services. However, giving advice is difficult to get across digitally. A professional online presence, which is easy to find and acts as a shop window for showcasing great products could also convey that these products can only have an optimal effect if they are used for the right individual target group. Some luxury brands are following similar strategies with their products. However, this has to be implemented and practiced consistently. Giving customers advice, maintaining close communications with them and highlighting specially-selected products are guarantees for success in promotional products business. Companies that enhance these strategies with digital options will continue to be successful in the future.

With this in mind,

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

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

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# Perfect on the road!

**Theo** is our organic and Fairtrade certified weekender with webbing handles in up to 4 colours.

The trendy weekender is perfect for a next short trip, city break or business trip - even a wellness weekend can be enjoyed with this bag.

With dimensions of 50 x 25 x 25 cm, our **Theo** also offers enough storage space to safely stow away everything you need.

As a durable promotional item, **Theo** is a real eye-catcher: the maximum print size is approx. 12 x 12 cm and offers enough space to print the Weekender with a logo or other advertising message.

You can choose screen printing, but the travel bag can also be finished with embroidery.

Stylish, modern and back to the 80 's, that 's our popular **Theo**.



All cotton was grown by Fairtrade producers, certified according to Fairtrade standards and traded. Fairtrade promotes better working and living conditions for cotton producers as well as environmental protection. More info: [info.fairtrade.net/sourcing](http://info.fairtrade.net/sourcing)

N° 2330

# Theo



Heavy Cotton

In four different colours



- ✓ **GOTS - certified**
- ✓ **Fairtrade - certified**
- ✓ **OEKO-Tex - certified**
- ✓ **390 gsm cotton**

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



## Sustainability in textile supply chains **10**

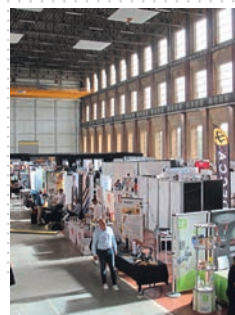
The “Grüne Knopf” (Green Button) was introduced in 2019 by the German Federal Ministry for Economic Cooperation and Development (BMZ). Textile expert Stefan Roller-Aßfalg explains the latest developments around the government textile seal on certified supply chains and its significance for the promotional products industry.

## Outdoor advertising **18**

Even in a well-organised world, people - in keeping with their “nature” - are always longing for the elementary experience of the outdoors. An entire industry is devoted to this urge called “outdoor”. The creative minds in the industry have long since discovered that “outdoors” is another great place to advertise.



## Here we go again **42**



After a long virus-related “dry spell”, the trade show business is picking up again. In the promotional products industry, too, you can feel the joy about the direct contact with products and customers that is finally possible again and irreplaceable for this industry. We were at the first “analogue” industry events after the lock-down and describe our impressions.

## Wow with sustainability **60**

The Advent calendar specialists from CD-LUX in Cham, Bavaria, are known for their innovative Advent calendar programme in first-class quality. For a decade, the company has also been intensively involved in environmental protection issues, which is clearly reflected in a sustainable and diverse product range.



# SUSTAINABILITY AS A COMMON THREAD

Sustainability is evolving into a societal movement. A new type of consumption is becoming evident: the intelligent-sustainable handling of resources. An important role in this context is played by (technological) innovations. Green tech helps to conquer the challenges of the present and future. (zukunftsinstitut.de, Dossier Megatrend Neo-Ökologie). For example, it helps to capture emissions and transform them into something useful, to bind CO2 instead of releasing it into the atmosphere and thus make it useable as a resource. CO2 can already be recycled today, for instance by spinning it into a processable synthetic fibre. The outcome: a transparent, elastic yarn comprising 20 per cent CO2 (zdf.de, "Plan B: Socken aus CO2", a documentary on production of socks using CO2). But there are also other examples which show how sustainability can serve as a common thread in the manufacturing of everyday products.

## From a bottle to a lanyard

RPET Ecological made from recycled plastic bottles  
Lanyard.pro Allersgrupa  
www.lanyard.pro  
PSI 49171



## Feel-good treat with detoxifying effect

Detox promotional and wellness tea that is produced ecologically with organic ingredients: CO2 and plastic neutral brewer, made using 100 per cent renewable energy and without aluminium  
Römer Drinks by Römer Wein und Sekt GmbH  
www.roemer-drinks.de  
PSI 50967



## Increased wearing comfort, reduced emissions

Customised rPET socks made of recycled polyester yarn  
Bosscher International B.V.  
www.bosscher-international.com  
PSI 44755



## For a waste-free world

Ocean Socks rPET (94 per cent recycled PET, 6 per cent recycled Spandex. One pair of these socks prevents approx. 30 plastic bottles from landing in the oceans. The underlying idea stems from Plastic Bank, a social enterprise which seeks to stop the further pollution of the oceans with plastic waste and, at the same time, improve the lives of people who collect this waste and exchange it for financial support.)

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Health is relevant to us all and has thus come to permeate all aspects of our daily lives as a megatrend. It is viewed more holistically and once again increasingly as something that not only relates to the individual person. Health trends are therefore also socio-cultural trends which evolve from within society and are ultimately expressed in the consumer culture and in product worlds. This means: awareness of these developments can also deliver important information on potential in other industries – far beyond the health industry. (zukunfts-institut.de, Dossier Megatrend Gesundheit). The potential that lies in the promotional product industry is shown by our and other examples in the PSI Product Finder.

**WE'RE ALL IN THIS TOGETHER.**

**More peace and tranquility**

**Selfcare Journal**  
**Edition Michael Fischer GmbH**  
**– EMF Verlag**  
**www.emf-verlag.de**  
**PSI 49982**



**Conscious alternative**

**Apple rings from meadow orchards**  
**B&B Promotional Sweets**  
**www.promotionalsweets.pl**  
**PSI 47460**



**Medical and ecological**

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**Medical Promotion by Gramm**  
**medical healthcare GmbH**  
**www.medical-promotion.de**  
**PSI 47105**



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Built by



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building businesses

**81** percent

of participating market directors in a new survey by Kantar have a priority desire to be able to control their media expenditure more effectively. [horizont.net](http://horizont.net)

**1 in 2**

participants in the regular "Corona-Konsumbarometer" conducted by the magazine *absatzwirtschaft* (53 percent) continues to place the balance between economic and health aspects at the forefront of managing the crisis. [absatzwirtschaft.de](http://absatzwirtschaft.de)

**44.86 billion**

**Euro** in sales were generated with commercial promotion in Germany in 2020. This makes the promotional industry the second-biggest sales market among sub-markets in the culture and creative business. [zaw.de](http://zaw.de)

**74 percent**

of international promotional experts are convinced that the increase in promotional ecosystems and networks will cause the digital out-of-home area to grow strongly. That was the finding of a survey by Alfi, an AI enterprise SaaS promotional platform. 65 percent of the experts anticipate growth of between 50 and 55 billion US dollars by 2026.

**2.65 billion**

**Euro** was invested in promotion by companies in Germany in July. According to Nielsen, the whopping plus of 15.1 percent compared with July of the previous year is also having a positive impact on the annual balance sheet. Nielsen posts a plus of 4.7 percent for the year as a whole. [horizont.net](http://horizont.net)

**657 billion**

**US dollars** are being spent globally on promotion in 2021, according an estimate in the market analysis by MAGNA. That reportedly corresponds to a rise of 14 percent. The market as a whole is subsequently expected to grow by a further 7 percent in 2022. [magnaglobal.com](http://magnaglobal.com)

**Every second**

small and medium-sized enterprise (SME) in Switzerland possesses a digital strategy. However, almost one in two of these SMEs (44 percent) is also obliged to partly or completely adjust its market/marketing positioning. That was the finding of the "Strategy Development in the Digital Age" survey by FHNW, Strategylab and other partners. [fhnw.ch](http://fhnw.ch), [strategylab.net](http://strategylab.net)

*NEW*



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**Focus** The German corporate social responsibility seal Grüner Knopf (Green Button) was introduced by the Federal Ministry for Economic Cooperation and Development (BMZ) in 2019. Stefan Roller-Aßfalg explains the latest developments concerning the state-sponsored textile seal and its significance for the promotional products industry.

## The Green Button

# Scoring points with certified textiles



The PSI exhibitor Gorfactory with its brand Roly is counting on Grüner Knopf.

**A**n increasing number of legislative procedures and political initiatives are leading to more requirements for producers, importers and developers of products and services, such as the German law on due diligence for supply chains or the European Commission's Green Deal. The parliamentary elections in Germany have also made the topic of sustainability and all of its facets the centre of discussion, ranging from environmental protection and sustainable consumption to issues concerning fair trade. The textile industry, like many other industries, currently finds itself in a transformation process moving towards sustainable business operations. The state-sponsored seal Grüner Knopf reflects this rapid development. The second version of Grüner Knopf, version 2.0, is expected to be finalized by the end of 2021 after undergoing a comprehensive consultation process. An increasing number of companies and consumers are interested in textiles that have been produced in a socially and ecologically sustainable manner. The Grüner Knopf seal can help consumers and businesses orient themselves when they are making their sustainable purchases.

### Good acceptance

The seal was introduced by the Federal Ministry for Economic Cooperation and Development (BMZ). Around 90 million textile products certified by Grüner Knopf have already been sold in 2020. Companies can have their products certified by meeting 46 social and environmental standards. These requirements are used to scrutinize companies' business practices as well as the products themselves and their social and ecological production conditions. Companies that feature the Grüner Knopf seal must prove they have carried out due diligence for human rights and ecology in their textile supply chains. Among other aspects, the audit examines whether they are aware of the risks and effects of their business operations along the textile supply chains and whether have addressed them with effective measures. It also scrutinises whether they promote transparent mechanisms for people who are potentially affected being able to lodge complaints and whether they provide a remedy and make amends in the event of injury.

### Many benefits

There are many benefits for Grüner Knopf certification: It helps consumers orient themselves when making their purchases, it comes from a trustworthy state-sponsored source and it provides credible documentation about a company's activities. Moreover, participating companies profit from the communication campaigns organised and carried out by the BMZ and the administrative offices of



Grüner Knopf, which are located at the Deutschen Gesellschaft für Internationale Zusammenarbeit (GIZ, German society for international cooperation). Grüner Knopf's administrative offices regularly involve participating companies in various formats to increase awareness about the seal together.

### Grüner Knopf as meta-seal

The Grüner Knopf acts as a meta-seal, which recognises the criteria of other seals to meet the Grüner Knopf's production criteria. This enables companies that have already had their products certified under the strict GOTS seal, for example, to use this certification to prove that they fulfil Grüner Knopf's product requirements. By recognising these types of seals, the previous work that companies have undertaken and the value of particularly credible seals are taken into account. This meta-seal is intended to be a means of orientation for consumers while they are confronted with the overwhelming number of seals currently being used. A full list of the seals that are recognised as meeting the social and ecological product criteria can be seen on the website <https://www.gruener-knopf.de/kriterien>.

### Also attractive for textile promotional products

In May 2021, 65 companies already had products featuring the state-sponsored textile seal. An overview, which is continually being updated, is available on the website [www.gruener-knopf.de/verbraucher](http://www.gruener-knopf.de/verbraucher). These are just some of the products with the Grüner Knopf seal: 3Freunde, Brands Fashion, Hakro, Karlowsky, Kaya & Kato and Textilekonzepte. Many of these companies' products were already showcased at the textile campus set-up by PromoTex Expo during PSI 2020 in Düsseldorf. A trustworthy seal like the Grüner Knopf generates added value for textile promotional products, because it increases awareness and advertising impact. Certified textiles can be an effective