

PSI EUROPE

PSI Journal

International Magazine

For Promotional
Products

November 2021

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Mould, odours and humidity
with container freight

Brands Fashion

Mathias Diestelmann
Resource-efficient circular
economy

Product Guide

Electronics, Digital,
Smartphone Accessories
Car, Bicycle, Traffic, Safety

PSI Trade Show 2022

Taking off together

Industry

Companies, Events,
Markets

Professional
management of
transport damage



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Editorial

Different, yes, but better too

Large sections of the economy across Europe are currently contending with supply chain and logistics problems, and the promotional products industry is no exception. Many deadlines cannot be met, there may even be delays in Christmas business – a dilemma. All in all, it is not looking good on the old continent.

Did it take Covid-19 to show us the problems in international trade? Had we been too naive up to then? Yes, the pandemic hit hard, it was more than a shot across the bow. Suddenly, everything stopped and still not everything has started again. Hundreds of ships are jamming the world's major ports. Nobody forced to spend days at a time at various ports on the route from Asia to Europe is going to be punctual. Once the container has arrived in Europe at last, they begin stacking up at the ports because no lorries are there to collect them. The shortfall of lorry drivers far exceeds 200,000, across Europe. The influx of drivers from Europe's East is slowing to a trickle. There is a shortage of new recruits there, too.

Chaos reigns in global logistics. Freight is becoming more expensive, often dramatically more expensive. Price hikes peaking at more than 600 percent are no rarity. Express delivery surcharges must also be reckoned with on top. Of course, some problems will evaporate after Covid. Long highway jams also need time to clear up. Problems will remain, however. So – what to do? Getting back to the old comfort zone will be very difficult. The promotional products business also needs to rethink things. It needs to become more prestigious and more desirable. As long as the general public is put in mind of scatter articles when it comes to promotional products – the former will of course continue to be essential, if perhaps in a different form – then we are going to have a price and acceptance problem.

Broad sections of the industry have come to realise this. They are reducing their ranges, insisting on sustainability and prestigious products; they have creatively used the thinking time provided by Covid-19. Speak to the companies currently preparing for PSI 2022 and you will hear that often. No harm will be done to product diversity, or to innovative curiosity. Quite the opposite. Less can also be more. The upcoming PSI is set to demonstrate the creativity of manufacturers and suppliers. Distributors and consultants are also going to be seeking new themes. I am already eagerly anticipating the period between 11th and 13th January – no doubt you are, too.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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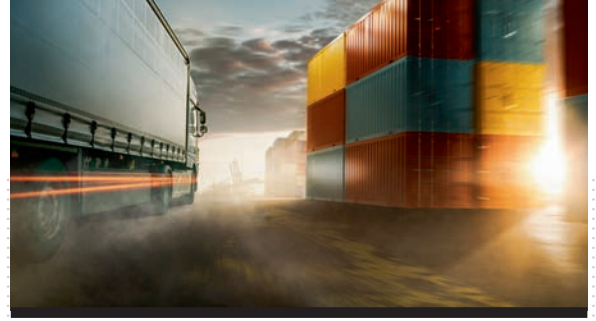
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Even experienced importers know the problem: It is often determined late that the imported goods are in bad condition. It is hard to know what happened while they were being transported. Our experts explain where transport risks are hiding and how you should react in the event of damage.

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After this year's digital intermezzo, the promotional products industry will meet again at the PSI in Düsseldorf from 11 to 13 January 2022. Once more, the Trade Show rich in tradition will offer a wide range of products as well as many supporting business proposals for PSI members.



GWW-TREND 2021: Meeting again in Wiesbaden 40

The TREND took place on 17th September, the first GWW trade show held after a year's pandemic-related break. In the RheinMain CongressCenter of Wiesbaden, Germany, 141 exhibitors presented novelties, specialties and old favourites for the last months of this unusual year.



Focused on circular economy 62

To ensure that recyclable clothing is able to retain its value, Brands Fashion is generating circular approaches to find solutions for the technical cycle. In this way, fewer textiles end up in the rubbish. In an interview, Mathias Diestelmann, CEO of Brands Fashion, outlines why we need to think in terms of circular approaches.





A COOKING RENAISSANCE

Sustainability has long been a topic in the **food** business, too – from **original production** through meal planning to the **disposal of waste**. This is by no means purely in relation to nourishment. It is also about, for example, **gastronomic ideas**. For instance, a franchise business in Singapore has taken on the task of elevating one of Asia's major, unused raw materials: **Wooden chopsticks** are collected, cleaned and then processed under pressure to make **wooden boards**. 6,652 chopsticks can be made into one **chopping board**, for example. The principle is the brainchild of a German whose aim is to use his entrepreneurial idea **to make the world a better** place. More or less **1.5 billion chopsticks** are anticipated to be transformed into recycled wood by the end of the coming year. (faz.net, "In Singapur werden gebrauchte Esstäbchen wieder zum Rohstoff")

This is just one example that proves the **(re)turn to sustainability** and **naturalness**. Food preparation and intake is experiencing a **renaissance in many aspects**. Quality is enjoying **renewed appreciation**. And this means that high-quality (promotional) message bearers are also in demand in the broad field of **cuisine**. The **PSI Product Finder** delivers numerous suitable responses.



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The carrying frame is regarded as the prototypical **rucksack**. One of the oldest proven archaeological specimens of one such carrying frame incidentally originates from the **Ötzi glacier mummy** find complex from the Neolithic Age, around 3300 BC. The **rucksack** has evolved into countless variants since that time. Be it **city, notebook, trekking or school rucksack**: Today, there is the right model for virtually any situation in life. The latest example, and probably also the kindest to backs, is the **Gitamini**. The automated, intelligent little **load-carrier on wheels** follows its owner at every turn – and all this at a speed of just under 10 km/h. As it does so, the **robot** even overcomes kerbs, steps and other obstacles. (wuv.de, “Gitamini: Der schlaue Rucksack, der Menschen folgt”). Those who like things a little more traditional, but still also convenient and, of course, **up to date** at all times, will find promotionally effective carrying models for speedy travelling here as well as in the **PSI Product Finder**.



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As timeless as the rucksack – and often inextricably linked with it – is the **lunchbox**. The container, originally intended for transporting **sandwiches** and adapted in shape to **slices of bread**, has been experiencing a downright **renaissance** in recent months. At the same time, it is not only useful for **“food to go”**, but is also becoming a **promotional message bearer** on the go.





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Mould, Odours and Humidity with Container Freight

Focus

Professional Management of Transport Damage

Even experienced importers know the problem: It is often determined late that the imported goods are in bad condition. It is hard to know what happened while they were being transported. Our experts explain where transport risks are hiding and how you should react in the event of damage.

A container, which usually comes from Asia, is transported half way around the world and sits for weeks at the supplier's facilities or at the port until it is finally loaded on the container ship. The trip currently takes a lot longer than it used to because the shortage of containers and the backlog at ports due to closures caused by corona require time-consuming rerouting. While on its way to Europe, the container passes through different climate zones, which results in moisture caused by condensation developing on the inside. In specialist jargon: There is container sweat. How does the condensation water develop?



Many causes of condensation

The problem can start when the container is being loaded. It could be rain season at the place of departure, there could be extremely high air humidity, or the cardboard packaging could get wet while being transported from the factory to the lorry and/or from the lorry to the container. Another cause could be it is loaded when temperatures are below freezing. So-called container sweat always develops when the air is saturated so no more water can be absorbed in gaseous form. In normal cases, the shipping container protects the load from external influences, such as rain, sea water, heat and UV rays. But of course, it can also show signs of damage and sea water and/or rain can get inside unobstructed. Shipping containers that have damage or normally are no longer in service are increasingly being used, especially now that containers are a rare commodity as a result of the immense delays within the supply chain. This can lead to sea water, rain and dirt getting inside.

Damage due to moisture

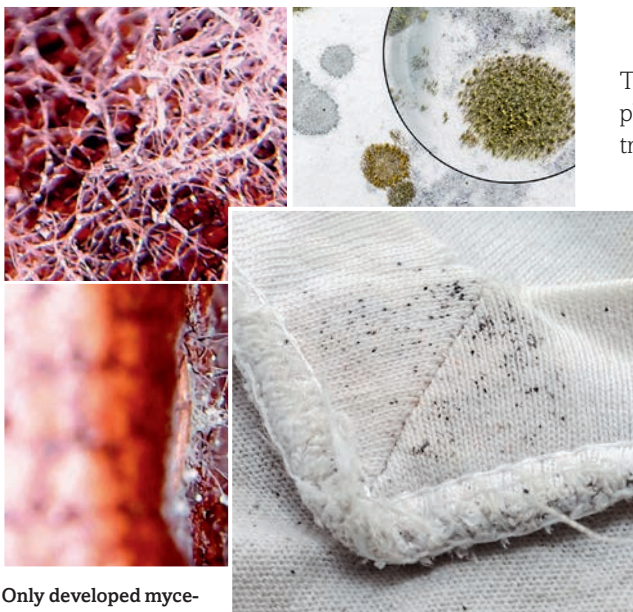
But the flow of air can be obstructed on the inside in a completely closed container, which can lead to condensation. The packaging material as well as the load itself can give off moisture. This moisture begins to condensate as soon as the surrounding temperature sinks. Condensation develops on the ceiling of the container and drops down on the load unobstructed. Mould, bloated cardboard boxes, rust or mould stains develop. Your long-awaited load finally arrives but it is damaged. In the worst-case scenario, it cannot be sold.

Prevent moisture

The development of moisture cannot be completely ruled out due to the complexity of the reciprocal effects between temperature, moisture and external transport conditions. But importers and hauliers can do a lot to minimise this risk. It is very important that the condition of the container is checked before it is loaded. While at sea, a humidifier can be used or the inside of the container can be coated against condensation, and of course, silica gel packets or Master Dry desiccant bags etc. can be packed together with the goods. Another option is to use vents. These small ventilation units make it possible to exchange the air inside the container. Vents are basically panels that have opening slits. They are placed on the container so that the air can circulate without water entering from the outside.

Conduct checks immediately after opening containers

Whoever takes quality management seriously should ensure a trained and attentive team is present when containers are opened and the team looks for signs of possible damage to the goods. In particular, these include bad odours, noticeable moisture, salt residue on container floors, or spots on the cardboard packaging. If any damage is determined, immediate action must be taken to find out how the damage occurred and who caused it. Additionally, a decision must be made about whether an expert or the insurance company must be consulted. As a general rule, the container should be unloaded after preserving the evidence. Once the container is gone, it will not be possible to prove that the damage occurred to the load as a result of a damaged container.



Only developed mycelium is perceived as mould. This means mould can grow and spread. Spores can only be seen under strong magnification.

If mould is detected on the goods, it has to be professionally treated. Experts should be consulted.