

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

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22

**The Industry's
Who and How.
My PSI. Live.**



Sven Krumrey

memo AG

Entrenching sustainability
in society

Product Guide

Brand and design products
Made in Germany/Europe

**Product
Compliance**

Minimising risks

Industry

Companies, events,
markets

PSI 2022

Stepping into the **future**



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Editorial

What a year it has been

None of us has ever lived through a year quite like this before. 2020 was just the start. After the first cases of Covid-19 began in China, it became a global challenge. For the first time, people around the world experienced life coming to a halt in large parts of the world.

We began 2021 full of hope in the vaccines and in the potential easing of social restrictions. Because PSI was not able to open its doors in January, it was postponed to May. However, we ended up only holding the event digitally. While it was a success, it was not the PSI that we have all come to know and love.

A rather relaxed summer followed and we almost got used to living normal lives again, but the virus, which was and is being talked about in countless conversations, made it known that it was here to stay. Researchers had already prophesized this long ago but were preaching to the wrong crowd, as often is the case. Now it is practically official that we have to live with Covid-19.

I have already pleaded for people to get vaccinated and would like to reiterate this once again. Let us all ensure that our businesses and the promotional product industry throughout Europe really bounce back. I am sure that there will not be another lockdown but we need more than just this. We need people to take the initiative with renewed vigour and to make investments – people who will set forth to pursue larger goals. All of us must create the right conditions to do this and win over as many people as possible.

The trade shows that have been held this autumn and that are currently taking place have shown that market players in all industries have a great need to meet people. In many industries there has not always been the same quantity of events that were held during the pre-corona years, but that should not come as a surprise to anyone. However, recent events have been considerably higher in quality, at least that is what one hears – and all in all, it is the quality that counts.

In the promotional products industry we are all waiting for PSI 2022. The anticipation is a little like the pre-Christmas period before this noteworthy/major European trade show for haptic advertising takes place. I personally look forward to opening the doors to the PSI trade show and seeing each other again on 11 January 2022.

But first I would like to wish you a Merry Christmas and a Happy New Year. May the new year be a better one – and may you stay happy, fit and merry.

Best wishes for the holidays and see you soon,

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Fair vs. Bio

Fairtrade vs. organic cotton

Is there a difference between Fairtrade and organic cotton?

The Fairtrade idea includes many ecological aspects that we can rediscover in the „organic“ system. However, this area is only one aspect of fair trade. Permanently fighting poverty and ensuring sustainable development is closely linked to a social and economic agenda. Nevertheless, fairly traded products do not necessarily have to meet „organic“ standards, while, conversely, they are not automatically subject to fair trade.

If you want to learn more, visit our blog post Bio vs. Fair.



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

www.global-standard.org

www.misterbags.de

N° 2327

Wilma



N° 2336

Paul



In four different colours



Stepping into the future

10

The PSI trade show is coming closer and preparations are in full swing - at the PSI and for all the exhibitors, as well as for everyone who would like to visit Düsseldorf between January 11th and 13th 2022. After a one-year break, it is clear that there will be a lot of novelties at the PSI, as well as old favourites. It is definitely worth a visit.

Making a haptic statement

14

The world of promotional articles is benefiting from the design-focussed, image-creating, trust-inspiring and sales-promoting attributes of brand names, too. And you can score additional advertising points with "fair trade" as well as "Made in Germany/Europe", a synonym for quality, reliability, and successful design.



Entrenching sustainable awareness

52

High-quality sustainable products. Ecological and social commitment. Long-term success rather than short-term profit maximisation. This sums up the founding principle of memo AG. Three decades later, the company has developed into a multi-channel distributor, operating throughout Europe.



Minimising risks

58

The issue of compliance of products with the applicable legal requirements is relevant for all companies that manufacture or trade products, therefore also promotional product companies and importers. Those who are negligent in this area take risks which could harm the company in the long run.



2021 TRENDS

Trends come. Trends go. Quite a few have also come about this **year** and are here to stay. Others in turn were never really gone. Some have even proven to be **timeless** and **crisis-proof**. This page takes a **look back** at the **product ranges** that were most frequently sought after in **PSI Product Sourcing in 2021** and that we present exemplarily.

Picnic items and barbecue accessories were in high demand particularly in the first half of the year. The urge to engage in outdoor activities was very strong again in 2021.

Functional desk items and drinkware (especially the classic coffee mug) were high on the wish lists once again in 2021. A combination that's ideal for every office – on site at the company premises and remote.

Accessories for the barbecue season

Rominox® barbecue tongs BBQ 5in1/

Rominox® outdoor cutlery Tento

Römer Lifestyle by Römer Wein und Sekt GmbH

www.roemer-lifestyle.de

PSI 43892



Modern workspace

High-quality pads from the AXOPAD® brand

IMTC Manufacturing & Trade GmbH

www.axopad.de

PSI 43000



From August onwards enquiries increased for Christmas themed (promotional) products – from the classic Advent calendar to tree ornaments.

From the ocean to the tree

Christmas ball ornaments from the Social Plastic® range
INTERALL GROUP B.V.

www.interallgroup.com

PSI 41727



SUSTAINABLE FASHION

WINTERSTYLES 2021

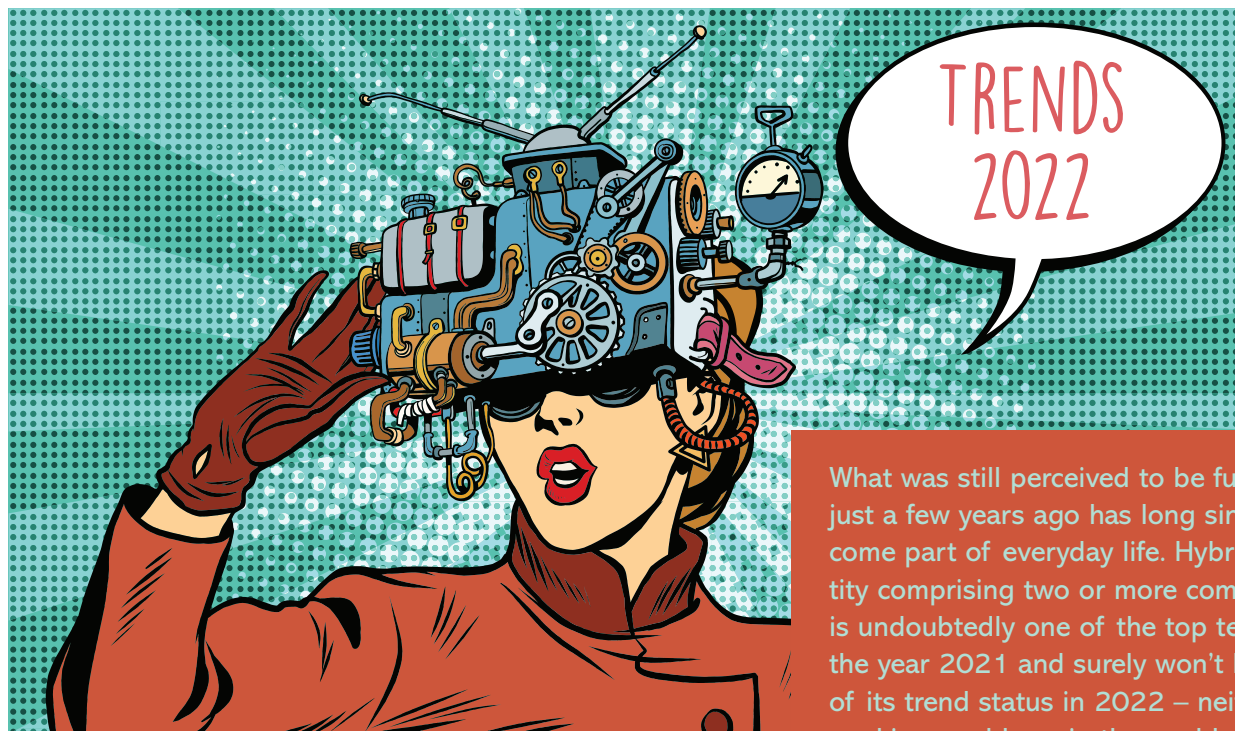
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What was still perceived to be futuristic just a few years ago has long since become part of everyday life. Hybrid, an entity comprising two or more components, is undoubtedly one of the top terms of the year 2021 and surely won't lose any of its trend status in 2022 – neither in the working world nor in the world of promotional products. Combining the digital and analogue (and haptic) is becoming increasingly important.



Textile future today

Why not cleverly integrate the NFC technology into corporate fashion? The NFC Wearables offered by Stickerei Klam are waterproof, shockproof and heat-resistant. If an NFC button is held in close proximity to a smartphone or NFC reader, a variety of actions can be triggered.

Stickerei Klam – Corporate Fashion

www.stickerei-klam.com

PSI 49110



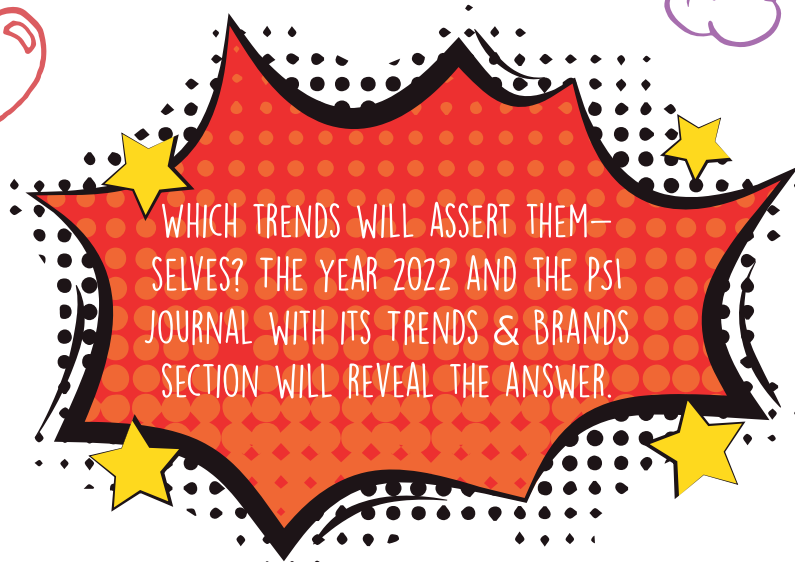
Strong inner values

The new inside NFC PENs from uma unite analogue writing with the interactive world. Thanks to the NFC technology (an international transmission standard for contactless data exchange across short distances) which is integrated in the promotional writing instrument, different types of digital information, such as links, can be stored.

uma Schreibgeräte Ullmann GmbH

www.uma-pen.com

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WHICH TRENDS WILL ASSERT THEMSELVES? THE YEAR 2022 AND THE PSI JOURNAL WITH ITS TRENDS & BRANDS SECTION WILL REVEAL THE ANSWER.



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88 percent of German marketers believe, according to

a survey by Sitecore, that the 2021 Christmas business will determine the survival of their business. horizont.net

49.7%

of people surveyed by Statista in Germany say that they get to know new products through friends and acquaintances. 38.9 percent notice products through advertising. statista.com

4 out of 5

participants in an international BBC study say that a clear commitment to sustainability increases the value of a brand. Almost as many participants indicate that a company's voluntary commitment is an important influence on the decision to buy. 67 percent would pay more for brands that advocate sustainability and environmentally friendly practices. adzine.de

67 percent

of the promotional product suppliers who were surveyed by the British Promotional Merchandise Association (BPMA) for an export study named the EU as the leading market challenge for economic activity. 76.5 percent of suppliers reported a downward trend in spending. bmpa.co.uk

5.068 billion

euros will be invested by advertisers in display advertising in 2021. This corresponds to a growth of 23.4 percent. These new market figures were published by the online marketing group (OVK) in the The German Association for the Digital Economy (BVDW). ovk.de

Every second

consumer (44 percent) in 17 markets around the world feels not fully represented by the people seen in advertisements. This opinion is most prevalent in Europe, above all in Germany and Sweden (60 percent in Germany and 59 percent in Sweden). yougov.de

30 billion

euros loss of net domestic product in the German economy was forecast by the German Economic Institute (IW) for the second half of 2021 alone. For the coming year, the IW expects the gross domestic product to increase by four percent. tagesschau.de

Produktsicherheit, Regulatory Affairs und Umweltrecht

11.-12. Mai 2022
Taschenbergpalais Dresden

Produktsicherheit. Regulatory Affairs. Umweltrecht. Drei Kernthemen der Product Compliance bilden auch die Inhalte des 2. Product Compliance Dialogs (#pcd22).

Für den 11.-12. Mai 2022 laden wir Sie ein, gemeinsam mit uns in Dresden oder remote brandaktuelle Themen wie das Elektro- und Elektronikgeräte-, das Lieferkettengesetz, das Barrierefreiheitsgesetz, die EUTR, REACH und Konfliktmineralien zu diskutieren.

Auch in diesem Jahr wieder dabei: Vertreterinnen und Vertreter aus der Wirtschaft, der Konsumgüterindustrie, den Marktaufsichtsbehörden und den Prüfstellen.

Sichern Sie sich Ihr Ticket bereits ab 119 € im Early-Bird-Tarif.

Weitere Informationen unter:

[Productcompliance-dialog.de](https://productcompliance-dialog.de)

Veranstalter

Location

The PSI trade show is coming closer and preparations are in full swing - at the PSI and for all the exhibitors, as well as for everyone who would like to visit Düsseldorf between January 11th and 13th 2022. After a one-year break, it is clear that there will be a lot of novelties at the PSI, as well as old favourites. It is definitely worth a visit.

**The PSI 2022:
more important
than ever**

**Stepping
into the
future**

The industry is slowly getting back into its stride and, with the PSI, an indispensable event is returning. None of the participants expects that, in this unusual year, the PSI 2022 will reach the figures of the pre-Corona period. Rather, this trade show will condense everything it has signified to the promotional products industry for over 60 years: the kick-off into the new financial year with exciting innovations from established companies as well as dynamic newcomers, with many high-quality contacts, networking with old and new business partners and the flair of an international platform. Being there is more important than ever, because it is now clear: the industry needs its network and wants its event. Right now, the PSI trade show is setting a signal and stepping into the future with new renewed energy.

Visitor Registration System "Emperia"

The "Emperia" visitor registration system will be used at the PSI for the easy and effective follow-up to the trade show. This comfortable, customizable tool has been continuously developed since 2020 and can already be downloaded (also in German). The PSI will provide all access data before the trade show. This compact app does not overload devices and can be operated intuitively. In case the internet connection breaks, scans are saved on the device and can be synchronized later. The offline function