

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

March 2021

Volume 60

Organic certification



Companies obliged to comply

PSI 2021

Meeting again
in an attractive setting

Product Guide

Protection, hygiene,
safety
Bags, luggage, leather
goods

CosmoShop

Connecting customers,
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Editorial

Time for results

The current situation in Europe is not a pretty picture. After Great Britain left the European Union, Boris Johnson is now enjoying being celebrated as a vaccine hero. Come what may, he is distributing the first round of corona vaccines without reserves for the second required dose. It is not surprising that he is being praised by much of the media, especially in his country. There is no better topic for him to use to distract people from the Brexit debacle. Spain is not able to get its grip on the pandemic, Portugal is in total lockdown, France is shining with its “on and off” approach, Italy is having a try at forming its 66th government in 75 years right in the middle of the crisis, and Hungary is secretly ordering vaccines from the China and Russia. The Eastern European countries in the EU, which slowed things down with the vaccine order in the beginning of the pandemic, are now placing the blame with everyone else. What is more, the German President of the EU Commission von der Leyen refuses to take any responsibility for the mishap, something she has already avidly practiced while she was Defence Minister of Germany.

What is wrong with this continent and its political leaders? Yes, we have a pandemic and there is no blueprint for how to fight it. But does that excuse the political fantasies that are currently circulating in a lot of places? It has been almost a year since every country in Europe decided to go into a hard lockdown. During this time, the crisis has held up a mirror for us. The healthcare systems in many countries are poor to crumbling. In many parts of Europe, digitalisation is not only behind the times, it is not even on the map. For years, all of the actors in this field have promised to act as soon as possible in this regard, but nothing has happened. They could not even get a proper corona warning app up and running, let alone organise mass testing, which really should not be such a challenge for industrialised nations. The pharmaceutical industry and lobbyists for physicians have been thinking more about the money in their own pockets than the wellbeing of citizens. I am certain that we could have protected the elderly better with well-thought-out measures and without driving trade, the event and restaurant sectors, and lastly, industry to ruins – if only we had used the time.

So, what should we – as business owners in the promotional products industry – do? Everyone one of us, from Lisbon to Warsaw and from Helsinki to Rome, has to seriously tread on politicians’ toes right now. Yesterday’s failures should not become the failures of tomorrow. In the future we need to stop being satisfied with promises; it is time for results to be put on the table – quickly and lasting results.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Optimised PSI 2021 offers new opportunities

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The industry has been missing PSI – as an innovation hotspot, meeting-place and international platform for networking and new contacts. Exhibitors and visitors have all the more reason to look forward to the 18th to 20th May, for then Düsseldorf will again become the stage for the promotional business's trade-show trio with its leading trade show PSI, flanked by the related exhibition areas PromoTexExpo and viscom.

Certainly good ...

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... and it is certain to say that the articles which we present in our March edition are also be very useful. At the moment, it is still all about corona, but protection, hygiene and safety will remain an important issue in our everyday interactions after corona. One of the lessons which we should learn from this phase is that it is imperative to be responsible towards others and protect others.



Organic certification: Industry obliged to comply

38

A wave of warning letters has been causing a stir in the industry since the end of last year. The key question, in essence, is to what extent companies in the promotional product industry, which market food with organic certification, are also subject to the control procedures according to the so-called EC Eco-Regulation. We will answer this question.



An Overview of New Statutory Regulations

54

The past year confronted society and politics with enormous challenges. Many things required new regulations or legal bases had to be created first. Some important legislative procedures were completed before the year was out and for the most part took effect on 1st January. We inform you about



getting greener



The greenery is

The current exhibition titled "Simply Green" in the German Architecture Museum (DAM) in Frankfurt provides suggestions for unusual, pragmatic options for designing cities greener. For example, the green roof concept where bags made out of recycling material are filled with granules and seeds and then are put on flat roofs of buildings. After the bags are slit open and exposed to the weather, a green roof will start to sprout up in a short period of time. (www.hessenschau.de, "Warum unsere Städte grüner werden müssen"; www.einfach-gruen.jetzt) The green roof idea is an example of a so-called pocket habitat. The idea goes back to the British organisation Arup. Its founder Sir Ove Arup was convinced that work was only valuable when it had something higher to strive for. (www.arup.com)

An example of "lush naturalness" is the Binh House in Ho Chi Minh City/Vietnam – with enough space for several large plants and even for trees. Three generations of a family should be able to feed themselves from the fruit which grows in this house made out of natural stone, wood and cement. Architects have placed plenty of plants on each floor. The green not only serves to nourish the family but it also provides them shade. (www.trendsderzukunft.de, "In diesem Haus wächst genug Nahrung für eine Großfamilie")

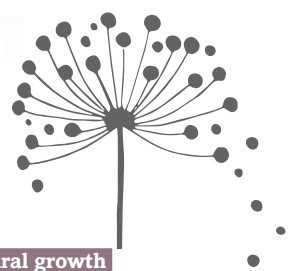
To develop an amazing green colour, plants may need the one or other adequate aid. If it can also produce a flourishing advertising effect, even better.



Time for spring blooms
The "Jardin" garden set
www.andapresent.com
 PSI 45753



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www.blvck.at

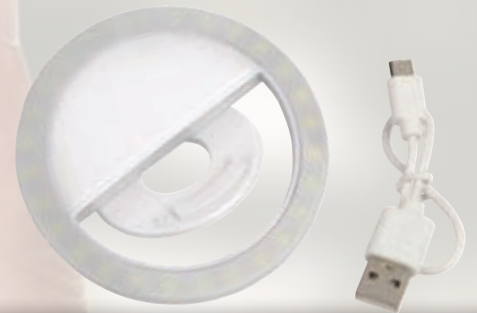


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THE RIGHT LIGHTING IS CRUCIAL!
PROMOTION TOPS 2021



Teddy material guarantees a cuddly feeling regardless of where it is used: for a soft jacket, or following latest trends, for armchairs, pillows and even lamps. The technical term for this material is "bouclé," a material made from hair yarn that previously was made using hair from dogs, cats and even cows. In fact, teddy bears also used to be made from Angora goat hair, commonly known as "mohair" ...



... Today there are sustainable alternatives. The plush stuffed teddies are cuddly even though they are made 100 per cent out of recycled used plastic bottles. And if the eyes and nose do not contain any plastic parts, the cuddly teddies can be recycled to protect the environment. But who in their right mind would want to get rid of such a cuddly friend? That is advertising with a sustainable and long-lasting effect.

Sustainable cuddly moments

MiniFeet RecycleBär
mbw Vertriebsges. mbH
www.mbw.sh
PSI 42020

SOFT AND CUDDLY OR TOUGH AS STONE? EITHER WAY, DEFINITELY A TREND.



Another trendy material this year is terrazzo, although this material is not really new. In fact, the opposite is true. Terrazzo was used as a floor covering in ancient Greece and the Roman Empire. It is a durable, functional and decorative building element, which is easy to clean and is known for its durability. It consists of specially selected colour aggregates mixed with water, pigments and binding agent. In the age of PVC and other modern materials, terrazzo has pretty much disappeared from view, or to be precise, from floor spaces. But its appearance is being appreciated again today. The confetti look is particularly popular with home accessories and decoration.

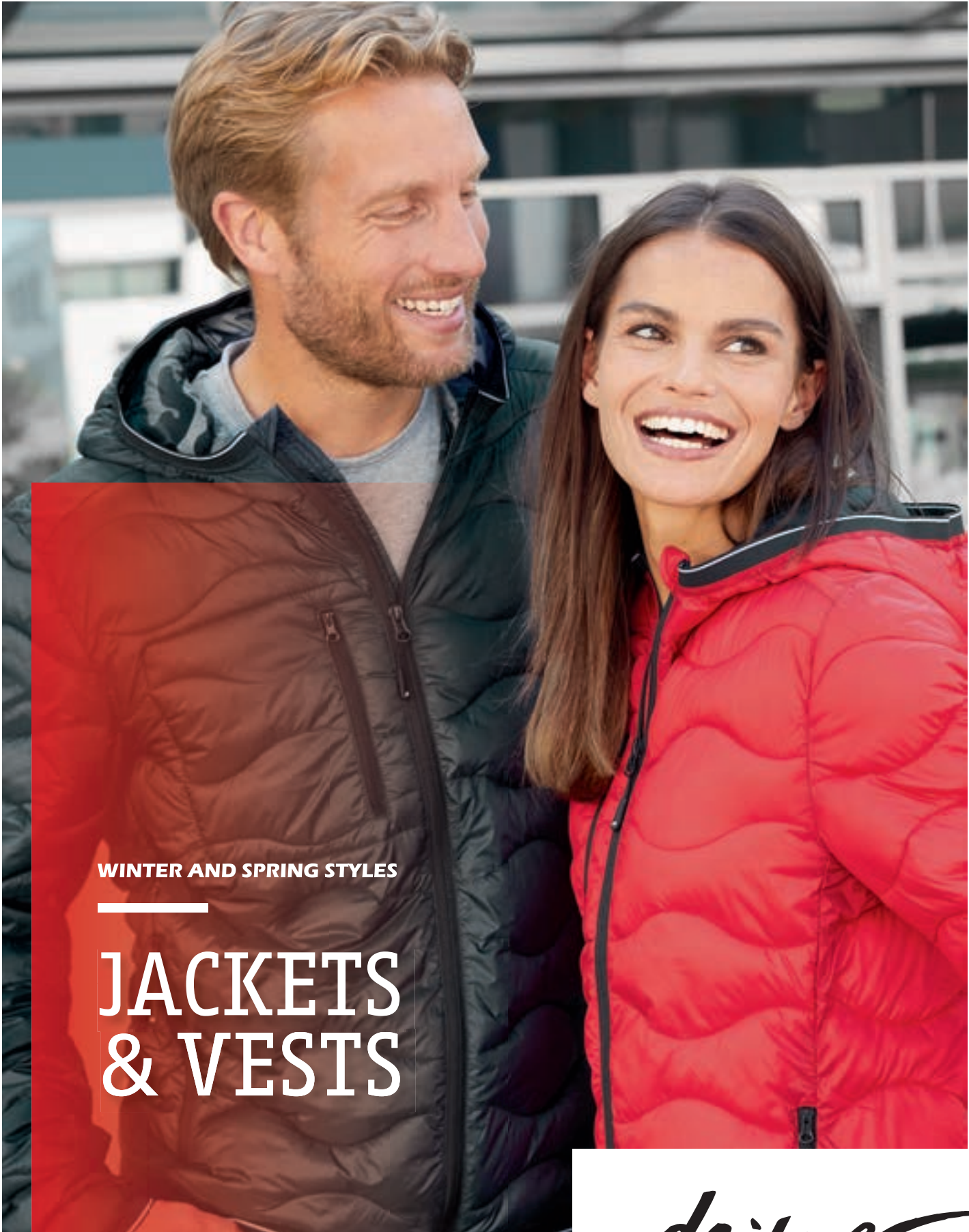
Though the thermos bottle with double-walled insulation and a vacuum effect in between the walls is not terrazzo, it nevertheless matches the popular trendy look.

Heavy Metal to go

Thermos bottle "Hot & Cold"
with a hammer finish look
Troika Germany GmbH
business.troika.de
PSI 46311



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building blocks for loyalty in a contact-free world were identified by "absatzwirtschaft – Zeitschrift für Marketing": loyal ties are mutual, flexibility

as a core strategy, determining the degree of fidelity. Thus, social distance should not turn into brand consumer distance.

absatzwirtschaft.de

2021

.....
the agency network Zenith is expecting an increase of 5.6 per cent in global advertising investments. However, the level of 2019 is only expected to be reached in the following year. Zenith forecasts 2.5 per cent growth for Germany in 2021, 3 per cent in 2022 and 2.4 per cent in 2023. adzine.de

65 percent

.....
of small- and medium-sized businesses indicated in a survey by Denkwert that the digital transformation is explicitly an integral part of their corporate strategy. horizont.net

3 out of 4

.....
businesses report that sustainability plays a role for them when purchasing promotional products (and for one out of three businesses a large role). The 2021 Promotional Articles Monitor commissioned by the GWW arrives at this result. gww.de

784 million

.....
euros were transacted with digital reading material in 2020 in Germany according to Statista Digital Market Outlook, which amounts to a minus of 2.4 per cent compared to the previous year. For 2021, the Statista analysts are expecting a plus of 5.9 per cent and assume that the sales development for E-magazines will be the highest with a plus of 8.0 per cent. statista.com

29.95

.....
million readers per month. The advertising marketer "Republic", which was jointly created by the Frankfurter Allgemeine Zeitung and Süddeutsche Zeitung, is enabling advertisers cross-media access to an enormous readership. wuv.de

Every fifth

.....
potential company founder (approximately 21 per cent) indicated having recognised a market gap for the type of company to be founded as a reason for founding their own company. This was revealed by a study of 12,800 German adults around the entire country carried out by the research company Pureprofile and commissioned by MBH Corporation PLC.



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For the new date in May, the triad of trade shows consisting of PSI, PromoTexExpo and viscom is again offering the promotional products industry its tried and trusted platform for presenting novelties and networking. A fresh, contemporary trade show concept will be realised in the optimally equipped halls 8a and 8b.

Optimised PSI 2021 offers new opportunities

Meeting again in an attractive setting

PSI 2021



Modern, airy, good infrastructure: for the PSI 2021, halls 8a and 8b offer the best parameters.

Never before in the trade show's 60-year history has there been a January without PSI. The industry has been missing PSI – as an innovation hotspot, industry meeting-place and international platform for networking and new contacts. Exhibitors and visitors have all the more reason to look forward to the 18th to 20th May, for then Düsseldorf will again become the stage for the promotional business's trade-show trio with its leading trade show PSI, flanked by the thematically related exhibition areas PromoTexExpo and viscom.

Indispensable marketing instrument

The exceptional situation the world has now had to cope with for a whole year is confronting virtually all sectors with huge challenges. Trade shows and expos, the indispensable marketing tools of many industries, are particularly impacted by the restrictions. Surveys show that trade shows are missed across all industries – especially as the need to show innovations and market presence is particularly great at the moment. At this juncture it is imperative to uphold, overhaul and expand successful innovation platforms. One component of this is putting even long-trusted concepts to the test, and adjusting them if necessary. PSI is not exempt from this requirement, which it has already fulfilled: Event Director Petra Lassahn and her experienced team have developed forward-looking ideas for staging PSI as effectively and attractively as possible, even in 2021.

PSI relocates, goes digital and turns sustainable

In 2021, then, after a few months' delay caused by the pandemic, the flagship of European promotional products trade shows is again mooring in its regular port, where it is set to occupy the modern halls 8a and 8b. It will also be presented to its accustomed standard of quality and professionalism in its new location, offering the industry optimum conditions for getting back off to a flying start. For example, PSI will be complemented by an additional, comprehensive digital offering for the first time, and sustainability will also be playing a special role. The intensity at which that topic is already being brought to life in the industry was made clear by this year's PSI Sustainability Awards with their record participation. <

“The optimally equipped halls offer the maximum possible convenience.”



Petra Lassahn,
Event Director PSI

A crucial aspect of this year's trade show concept is PSI's temporary move within the Düsseldorf exhibition centre into halls 8a and 8b. Petra Lassahn, Event Director PSI, presents the new home of PSI and provides a teaser for the very first PSI where winter coat and boots can stay at home.

What aspects were relevant for PSI's move into the other halls?

The world has changed over the past year: every day we hear new figures, findings and rules that have hugely changed the parameters of our economic activity and will continue to do so. We do not yet know for sure how the pandemic and its consequences will turn out. Against this background, it was not to be expected that PSI would fill four halls again in 2021 the way the previous years' trade shows did. It was therefore obvious to spatially reduce the trade show and lend it a new, fresh character via the move into suitable halls. It will focus on the essential, but will retain its quality and brand core. I am very confident that this industry, with its creativity and innovative strength, will also make this special trade show a high-calibre event that can seed a new dawn into the post-corona era. And, naturally, I am delighted that, with PSI, we are able to set up the longed-for framework in which colleagues, friends and business partners can finally meet and converse in person again.

PSI is a longstanding event with many regular exhibitors and visitors who attend every year. All them could find their way around the exhibition centre with their eyes shut, so to speak. What is their route to the “PSI halls” in May?

It's really straightforward, since halls 8a and 8b are conveniently reached via the roofed access from the Messe Nord/Arena tram stop. Trade show participants can therefore take their usual route via the North entrance. They will soon find their way once they are there and they will notice that the

halls 8a and 8b are right near the previous halls – only just on the other side.

Why did PSI opt for these halls?

The two halls' architectonic design and fixtures are practically identical. The structurally interlinked concept therefore delivers two almost identically sized halls comprising a total of 25,700m² exhibiting space, which are perfect for simultaneous use. The result is practically a separate, small trade show complex with two or three possible entrances. That is ideal for PSI, since it supports the trade show's exclusive character and the club and networking concept behind it. I am certain that our exhibitors and visitors will feel at home here.

What makes the halls special?

Lots of things! They are airy and modern, and lit by daylight. With a height of more than 14 metres and both floors and suspension points that are extremely resilient, the conditions are in place even for sophisticated booth construction. As a trade show professional I am of course particularly impressed by the technical infrastructure, which is of the highest standard. The halls are additionally pillar-free and outstandingly equipped with supply channels. This makes our layout planning easier, but above all it offers exhibitors maximum convenience in their booth design. An added bonus for exhibitors and their booth-builders: more than 10 big gates each make the halls optimally accessible and drivable by HGV and forklift truck – which enables swift, stress-free construction and dismantling. <

Trade show participants of the PSI 2021 can take their usual route via the North entrance.

