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PSI EUROPE

PSI Journal

International Magazine

For Promotional

Products

April 2021

Volume 60

-Advert-

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Ecodesign

Future
belongs to
green
companies

PSI

“We are also investing in the further development of PSI in the future.”

Product Guide

Fashion, Workwear, Caps,
Accessoires
Office Supplies, Writing
Utensils, Calendars

Gustv Daiber

Modern sports collection
from PET recycling

Verticas

Reliable, responsible,
proactive

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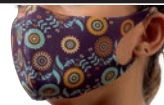
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Editorial

Carpe diem

With “Carpe diem”, the great Roman poet Horace called on his fellow human beings to make the most of their short lifetimes by doing what they enjoy today instead of waiting until tomorrow. This isn’t so easy during Corona times, when the lockdown makes many things impossible. But quite a few companies have more free time than they would like. The telephone rings less often, employees rarely stand at the door, shipping stress has become the exception. Yes, that’s not the case everywhere, but almost everywhere – at least in our industry. The PSI can tell a thing or two about this. How many hopes and disappointments have there been in the last year? And the PSI is not alone in this worldwide. The turnover of the international trade show industry has dropped from 29 billion dollars in 2019 to a total of 9 billion. These aren’t just figures – entire companies, jobs, careers and dreams have been shattered. We haven’t quite come to terms with the fact that the PSI can’t take place in May. We were so looking forward to meeting up again and doing business. Nevertheless, we need to look ahead now. We must reinterpret “Carpe diem” for businesses. Those who want to actively shape the future must use the time now. They need to invest in the future: whether that’s money, effort or creativity.

As various institutes report, 90 per cent of companies are investing more in the digital transformation – although almost 70 per cent of companies are currently recording lower revenues. Impressive! When taking a look at the promotional product industry, many businesses – let’s call them beacons – can be identified that are repositioning themselves digitally, in terms of personnel or the classic business. When asking them about their motivation, one often hears: “We are using the time. When the market picks up again, we want to be positioned a few notches higher”. Carpe diem, reinterpreted.

The PSI has made a firm commitment to support its members in this process wherever possible. Until we are able to meet again in person, we will do whatever we can using digital means. But let us know – and this includes the editorial team of the PSI Journal – which issues are most pressing and where and how we can do something. We must come closer together during the crisis.

“Carpe diem”, this applies to us all if we want to get through these times well. The future must be our challenge, even more than the present.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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perfect for the journey

Linus, our messenger bag made from 100% organic cotton, is not only environmentally friendly, but through its Fairtrade and GOTS certification, it demonstrably contributes to a significant improvement in working and living conditions throughout the entire supply chain.

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adjustable shoulder strap



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- ✓ **adjustable shoulder strap**



Advertising en vogue

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The makers of promotional textiles are also following current trends. However, unlike haute couture, promotional fashion items are more needs-oriented, but certainly no less fashionable. So, get excited for new collection highlights, wonderful workwear, hats and accessories. The second product theme includes new articles from the classic segment "office needs, writing utensils, and calendars".

Modern sports collection from PET recycling

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The new sports collection from the Gustav Daiber label JAMES & NICHOLSON is not only characterised by a modern look, but also by the innovative use of recycled polyester for sport and leisure. In short: Reduced colour scheme, plenty of room for individual finishing. All in all: Decidedly sporty and environmentally conscious.



Reliable, responsible, proactive

56



Individual customer solutions, sophisticated online offerings and high-quality products at market-aligned prices – these are the success factors of the Wiesbaden-based full-service provider Verticas, now a valued contributor to the market for 25 years. We introduce a remarkable company.

Reshape the future with ecodesign

58

Ecological design, otherwise known as ecodesign, is an invitation to rethink the development of products and services, commerce, and business management. The goal is to develop a world that is fair and ecologically sustainable for everyone in the supply chain and thus to make a contribution to the circular economy.





An idea that has what it takes to touch people's hearts should be surprising and inspiring. It should tell a story that's relevant to people, communicate with its audience and therefore leave a lasting impression. And more. In the best case, it is itself the story, thus making a product unmistakable.

POWERFUL DUO: IDEA AND CREATIVITY

Creativity meets technology

Thinking, acting, living sustainably – right across the product line. The **CRUSH Agrumi products** by Lindocastelli are made from **ecologically sustainable paper** that **utilises residue from citrus fruits** and is produced in an **upcycling process**. The Crush paper contains up to **30 per cent agro-industrial by-products** of plant origin. New in the **PALM ECO collection** is the **Agrumi paper with "Appleskin"**, a durable cover material made **partly from apples**.

CRUSH Agrumi product line
Lindocastelli GmbH
www.lindocastelli.de
PSI 60176



DINA lamp
PowerCubes
www.powercubes.eu
PSI 49748



Natural. Sustainable. Educational.

The **stylish and trendy desk lamp** raises **awareness** of the fundamental importance of **light**. It only switches on once **a coin is inserted**. This draws attention to the fact that **energy costs money** and light isn't free of charge. The lamp can be switched off again by **pulling on the wooden knob**. **Pleasant side effect: a piggy bank is filled** whenever **DINA** is paid for its wonderful light. DINA is equipped with a **USB connection**, with which it can be **practically** connected to a computer or laptop for its **power supply**. This makes the **DINA lamp** ideal as a **desk lamp**.

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RENAISSANCE OF THE TELEPHONE

Around **3.5 billion people** across the globe now use a **smartphone** (with a current world population of approximately 7.77 billion). But how many actually know that the **prototype** of their **communication tool** was developed exactly 160 years ago from a violin, a knitting needle and the bladder of a rabbit? That's exactly what **Philipp Reis** used in **1861** to assemble **the world's first device for sound transmission**, calling it "**telephone**". Unfortunately, the self-taught but nonetheless **brilliant inventor from Hesse** wasn't taken seriously by scientists and rulers. And what's more, the whole thing was ultimately **patented** after Philipp Reis' death by someone else called **Graham Bell**. (cf. Wolfram Weimer: "Der vergessene Erfinder: Wie Philipp Reis das Telefon erfand") Nevertheless, the **telephone** has **conquered the world** and evolved into an indispensable part of our daily lives. Particularly in current times. The **telephone** is enjoying a true **renaissance**. And today's tinkerers are constantly creating new effective gadgets.

When the powerful duo **idea** and **creativity** leads to breakthroughs that stand **the test of time**, they often form the **basis for inspiration** of following generations.



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Wireless bamboo
and ABS speaker
with charger

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Everybody knows the brand name **Teflon**. Its actual name "**polytetrafluoroethylene**", on the other hand, doesn't sound like a **global success**, even though it has been patented since 4th February 1941. The patent was granted to the American **Roy Plunkett** 80 years ago. During his experimentation three years earlier, **he discovered the product PTFE** by chance, a powder that **didn't react** to anything, not even to heat. Initially it protected containers used to store **uranium hexafluoride** for atomic weapons from corrosion. The **breakthrough**, which millions of **passionate cooks** around the world now **benefit** from, came in the middle of the **1950s**. The French couple Marc and Colette Grégoire came up with the idea to **coat pots and pans** with it. With a lot of success. In 1956, they founded the well-known company Tefal. (Source: tagesschau.de, „80 Jahre Teflon: Die Schicht fürs Gericht“)

Another **useful** item for the kitchen (even without Teflon), that's not only **beautifully designed** but also draws attention for promotional purposes, is the **cocotte**.

RECIPE FOR SUCCESS



Mini cocottes made
of ceramic

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On 10 March, PSI announced that the trade show trio of PSI, PromoTex Expo and viscom 2021, scheduled for May in Düsseldorf, is taking place online. Here, as a recap, is an overview of the comprehensive digital programme, which starts from 19 May and will be continued until PSI 2022 – from 11 to 13 January 2022.

PSI, PromoTex Expo and viscom 2021 take place online



This year, the trade show trio of PSI, PromoTex Expo and viscom, scheduled for 18 to 20 May, is taking place online. Under the name “PSI DIGITAL”, the three trade shows offer the promotional products, textile and finishing industry a high-calibre online programme from 19 to 21 May – live and on demand. Additionally, from June until the next face-to-face event in January, there will be a Digital Friday on every second Friday of the month.

Next “physical” PSI in January 2022

“We know how important it is to bring the promotional products industry together for the urgently needed personal dialogue. The current course of the pandemic and delays in the provision of vaccines are not, however, currently giving us and the exhibitors the necessary certainty for a face-to-face event on the targeted May date,” reports Benedikt Binder-Kriegelstein, executive board chairman of the organiser Reed Exhibitions Deutschland GmbH. “That is why, together with exhibitors and partners, we have decided to bring the industries together virtually this year and not to be present with PSI again until January 2022,” continues Binder-Kriegelstein.

PSI DIGITAL in May

From 19 until 21 May, midday Wednesday until midday Friday, PSI DIGITAL offers the virtual trade show feeling for a full 48 hours. Visitors worldwide will then have access to various PSI sourcing tools, product presentations and a high-calibre programme, including live interviews and podium debates, which will be broadcast live on “PSI TV”. But online seminars, interviews and how-to videos will also be tuned to the industry’s key topics on demand.

“Digital Fridays” until January 2022

All trade show visitors – i.e. non-members as well – will receive access to the PSI Product, Supplier and Distributor Finder for a period of 24 hours. “The best tools for acquisition and leads generation are thus available to all visitors free of charge for two days. By offering the industry a voice and a digital platform in these difficult times, in order to exchange ideas, network at the European level and continue to train, we are contributing to important community building,” says Petra Lassahn, Director of PSI. The digital trade show is being expanded by “Digital Fridays” from June until the trade show in January 2022. Specifically, that means: on every second Friday of the month, all participants have access to a wide programme plus the same sourcing and network offers as in May, for one day. **The tickets for the digital events are free of charge and available via the online ticket shop at www.psi-messe.com.**

PSI 2022 from 11 - 13 January

The next PSI will take place from 11 - 13 January 2022 on the Düsseldorf trade show complex, thereby firing the traditional starting shot for the promotional products industry’s subsequent business year. <

PSI DIGITAL
19 - 21 May 2021

Digital Friday:
11 June, 9 July, 13 August, 10 September,
8 October, 12 November, 10 December

PSI 2022:
11 - 13 January 2022

Further information:

www.psi-messe.com | www.viscom-messe.com | www.promotex-expo.com | www.planet-advertising.com

PSI GOES DIGITAL

19 - 21 MAY 2021

48 HOURS



PSI DIGITAL KICK-OFF

19 - 21 May 2021
48 hours: 12 pm - 12 pm



+7 PSI DIGITAL FRIDAYS

Every 2nd Friday of the month:
June - December




PSI

EXHIBITION CENTRE DÜSSELDORF

11 - 13 JANUARY 2022

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PSI 2021: Interview with Barbara Leithner and Petra Lassahn

“We are also investing in the further development of PSI in the future.”

PSI is and remains an essential part of the Reed Exhibition portfolio and there is a firm commitment to invest in the further development of the platform in order to fulfil current and future market requirements.” Building upon on this statement from Benedikt Binder-Kriegelstein, the new CEO of Reed Exhibitions Austria and Germany, PSI Journal interviewed Barbara Leithner, who is responsible for operations in both countries as COO, and Petra Lassahn, the longstanding director of PSI. They answered questions about the current challenges and additional plans for PSI.

Ms Lassahn, we were all looking forward to being able to meet in one place at PSI in May. You and your team were surely the same. Were all the preparations for the trade show for nothing?

Petra Lassahn: Until recently we thought we could bring everyone in the industry together after such a long time. But unfortunately, it is just not possible. Due to the current situation with the pandemic, the delays in vaccine rollout, and the lack of support from the government, we do not have the security for safely carrying out the event in May. We had to take into account this possibility from the very beginning, which is why we have already been working on our concepts and formats for holding events virtually whenever possible. When it is not possible, we will be including them in our concept for the next in-person trade fair in January 2022. Preparations for this event are already underway.



Petra Lassahn,
Event Director PSI

Ms Leithner, what is your assessment of the situation and the timing in which you are responsible for PSI as COO? How have you experienced the current phase we are in?

Barbara Leithner: The current situation is a major challenge. For us trade fair organizers, it is also an exciting time in which new things are emerging. The last few months were, of course, demanding and also turbulent. But we have a fantastic team – that is the basis for being well prepared for the future and for undertaking the necessary strategic deliberations, which is also true for the promotional products industry. Together with the PSI team, I look forward to being a relevant and trustworthy partner for the industry in my capacity as COO.

What is currently your most important responsibility?

Barbara Leithner: Keeping our industry, the trade show industry, marketable – in this case, for the promotional pro-

ducts industry. The pandemic and the lockdown measures have hit the event sector especially hard. We currently cannot pursue our main expertise and our passion for organizing trade fairs physically. The postponement of PSI is the latest example. Instead, we have to be even more flexible than ever and reposition ourselves in the market. We now have the chance of creating new things with digital formats and thus to offer an added value for our customers.

Does this mean that trade shows are the format of the future?

Barbara Leithner: Digital events are surely an important factor for the future. But they cannot replace meeting in person. We still cherish in-person industry meet-ups in exhibition halls. We would rather extend the trade show experience and offer our customers an important added value all year long.

Petra Lassahn: With the PSI product finder, sourcing finder or distributor finder, we are already well positioned in the promotional product industry. Nonetheless, we are currently working intensively on other digital formats. In the past few months, we have already put the first purely digital events and products on the market, which has enabled us to be more present than most other trade shows in the world. This creates a good starting basis for us to hold upcoming events both physically as well as virtually and to organize hybrid events on an international level in the future.

Do you think that trade shows will be able to take place again at some point?

Barbara Leithner: Definitely. The good thing is that we are no longer at the beginning of the pandemic. We have since learned to live with the virus and have shown as an industry that trade shows can work with safety and hygiene concepts. Naturally, we always have to keep an eye on the figures as well as the pandemic developments, and we are doing this on a daily basis in order to be able to react according to the situation with a certain flexibility and agility – as is the case currently with the PSI. We will maintain this approach for as long as it is necessary to ensure the

safety of all trade fair participants, including exhibitors, visitors and our own team.

What do your plans for PSI look like? In the past few weeks, there was the rumour floating around that the PSI could be removed from the portfolio of Reed Exhibitions. Is there any truth to this?

Barbara Leithner: No. PSI has always been and will always be one of the most important trade fairs in our portfolio in the future. The current crisis will not change that in anyway. As one of the most important industry events, it gives the promotional product industry an international platform for professionals to share ideas and information. We want to put this platform in an even stronger position. We are also already in the strategy phase for advancing the trade show and the network, for positioning it well for the next few years and especially for offering members and promotional product distributors in particular the best added value.

Are there already concrete ideas for new digital formats for PSI?

Petra Lassahn: Yes, we have set the start date for future online formats in May, which will be launched together with the digital PSI event; at first, it will be 48 hours long and live and on-demand content will be offered. The virtual trade show will be supplemented with monthly digital Fridays, which will begin in June. This means up that until the upcoming in-person event in January, we will bring the industry together on every second Friday in the month to focus on products, trends, networking and continual professional development courses. This will make PSI even more present for its members in the future. <



Barbara Leithner,
COO Reed Exhibitions Austria and Germany



Benedikt Binder-Kriegelstein,
CEO Reed Exhibitions Austria and Germany