

# PSI 1 EUROPE

**PSI Journal**

International Magazine  
For Promotional  
Products

January 2022

Volume 61

Novelties in  
2022

The  
**first**  
highlights  
of  
the year

**PSI Trade Show**

New date in April 2022

**CHOICE Preview  
2022**

CHOICE 2 TOUCH

**Supply chain**

Paying attention to the  
Duty of Care Act



# Shiva PURA bottle

In times where hygiene is of the utmost importance for us and our family, we introduce the Tacx Shiva PURA antibacterial bottle.

This bottle is made of polyethylene containing a special additive. This releases silver ions that prevent bacteria from colonizing on the surface of the bottle. An appropriate promotional item in these challenging times.

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## Editorial

# New Year – Fresh Hope

**W**e have been through so much the past year, much of which we never could have imagined nor thought was possible. In January, Trump supporters stormed the Capitol Building, a symbol of American democracy. Half of Europe is currently in hibernation due to Covid-19 lockdowns. For the first time in its 60-year history, the leading Trade Show for the European promotional products industry, had to be cancelled and postponed. In March, the “Ever Given” cargo ship blocked the Suez Canal, triggering bottlenecks in the global supply chain. On 14th July, Germany faced the worst natural disaster in the post-war era. Widespread flooding caused the deaths of 186 people and left behind a long trail of devastation in many communities. The visible damage in villages and city centres is only the tip of the iceberg of destruction the floods left behind. The Olympic Games also had to be postponed for the first time in its history; they were finally held in Tokyo starting on 23 July but in empty stadiums. As the summer came to an end, the Taliban took control of Kabul on 15 August.

After relatively lenient corona rules in the summer and early autumn, the spread of Covid-19 infections picked up speed at the end of October. By the middle of November, it became apparent the 4th wave had nearly all of Europe in its grips again. On 30 November, PSI and its partners agreed to postpone the upcoming Trade Show in January 2022 for the second time after consulting many market players. It is now scheduled for the last week in April 2022. PSI and its partners hope vaccination efforts and other measures will have significantly curtailed the spread of infection and made the situation more manageable by then. It is no surprise that this decision has left the PSI team and many of the exhibitor teams extremely disappointed. All hard work has evaporated into thin air and our hopes have been swept away. All we can do is regain our strength, which may seem hard to do at first – but we can do it!

The new year ahead can only get better – at least, we hope so. We should stay positive since the new PSI date gives us the security needed for planning, and many of the supply chain problems will hopefully be solved by April. Let's cross our fingers that a large part of our lives returns to normal.

I wish you all a healthy and profitable business year ahead. Let's remain optimistic.

In this spirit

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

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

## Can you hear it, the roaring of the sea?



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# Royal class in new colors

## Harry N° 2340



In four different colours



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# NEW!

## Meghan

N° 2341



In four different colours



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)

PSI  
stay  
safe. save  
the date.

NEW DATE!

26-28  
APR  
22

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

Exhibition Centre Düsseldorf

The industry's well-being has priority.  
See you around: 26-28 APR 22

## New Date for PSI in April 2022 12

For the second time after 2021, the leading European Trade Show for the promotional products industry had to be postponed. With this postponement, the organiser RX Austria & Germany is responding early to the on-going pandemic. The new date provides both exhibitors and visitors with more planning safety. PSI informs.

## Novelties in 2022 16

The thrilling question with 2022 in mind will be: What is the year going to bring? First of all, hopefully a more relaxed corona situation soon. But also many creative new products with a strong promotional effect. We have already selected a multiplicity for you.



## CHOICE Preview 2022 64



On 4th of November 2021, the sister companies in the CHOICE Group and the trade press came together, as they have traditionally done for many years, to present the latest products for the upcoming year. After the 2020 event had to be held online, this 2021 event was held in-person again. This year's motto was CHOICE 2 TOUCH.

## Adapting agreements 80

The German Supply Chain Duty of Care Act (LkSG) imposes comprehensive duties of care on companies. In the event that the impending EU directive goes beyond the LkSG, this could lead to a tightening of the rules, putting smaller companies, for instance, under obligation as well. Here is what companies need to know now.





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 PSI 47406



## IN TUNE WITH THE TIMES

In music, **EVERGREENS** are pieces that remain popular a long time and are played over and over again. The **PROMOTIONAL PRODUCTS INDUSTRY**, too, offers evergreens that are **TIMELESS** and yet continually **REINVENTED** – and therefore enjoy lasting popularity. They include **DRINKWARE PRODUCTS** and tried and trusted **CLASSICS**, for example.

**Aesthetic everyday all-rounder**

**Classic SD Wood pocket knife**  
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SUSTAINABLE FASHION

# WINTERSTYLES 2021

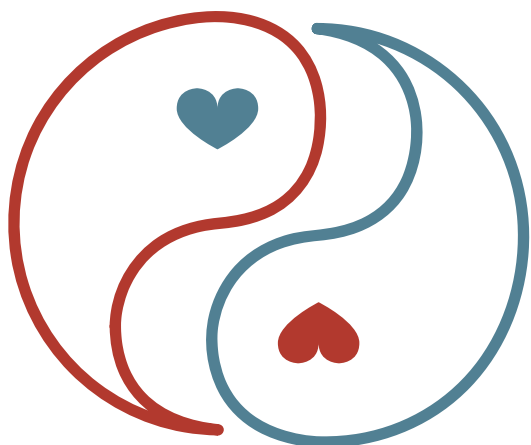
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# SUCCESSFULLY HARMONISED

When it comes to successfully harmonising promotion and sustainability, **CREATIVITY** in the **PROMOTIONAL PRODUCTS INDUSTRY** knows no bounds. Year after year, the industry offers an enormous range of trendy, **PROMOTIONALLY IMPACTFUL PRODUCTS** from all segments – as the examples picked for January's **TRENDS & BRANDS** demonstrate. We have every reason to be intrigued about the next **IDEAS** set to follow in **2022**.



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**2** percent annual inflation is the goal of the European Central Bank for the currency of these 19 countries. tagesschau.de

**41%** of the surveyed 18-25 year-olds in a PwC survey indicate that the quality of a product is the main criterion influencing their decision to buy. Sustainability plays a role for only eight percent. horizont.net

**Every second** online retailer (44 percent) is burdened by the scale of returns. 51 percent report rising costs due to returns. This was the result of a current Bitkom survey, including 500 commercial enterprises in Germany – 203 of them with online retail. absatzwirtschaft.de

**43 percent** approximately, of surveyed start-ups place their products or services in the area of the “green economy.” This is the main result of the “German Startup Monitor 2021” by the consulting company PwC and the Federal Association of German Startups (Bundesverband Deutsche Startups). absatzwirtschaft.de

**13.38 billion** Euros in sales were achieved by audiovisual media in 2020. This corresponds to an increase of 3.7 percent. According to figures from Vaunet, the leading association of private audiovisual media in Germany, an increase in net sales for the entire industry of 6.9 percent to a total of 14.31 billion euros is expected for 2021. wuv.de

**57,9** points were received by Lego in the ranking of the brand monitor YouGov BrandIndex. This means that the Danish toy manufacturer will also be the German brand favorite in 2021. The ranking comprises 39 categories, in cooperation with the Handelsblatt. wuv.de

**Six percent** is the low user recall for non-skippable in-stream ads on YouTube. This is the result of a study by Teads (horizont.net). In comparison: the user recall of the promoting company through promotional products is 70 percent.



INNOVATIVE WORKWEAR EST. 1892



**GREEN  
BUTTON**

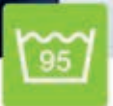
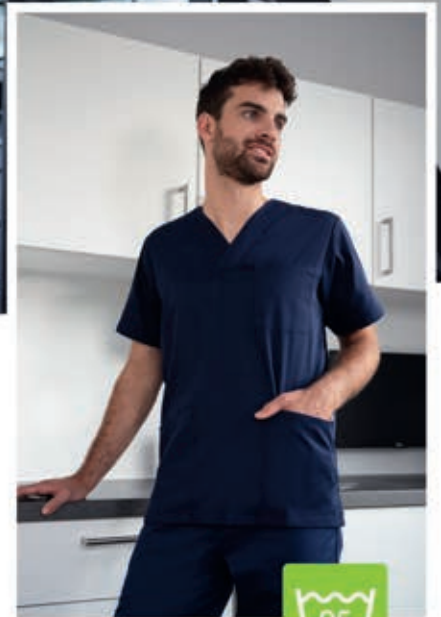
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