

PS1 EUROPE

PSI Journal

International Magazine
For Promotional
Products

February 2022

Volume 61



Die Handschrift der Werbung



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NATURALS

CDLUX

NEW



NEW



TIP



TIP



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NEW



TIP



NEW



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PSI EUROPE

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PSI Sustainability Awards 2022

All categories
and nominees

Product Guide

Eastern, Garden, Hobby,
Handicraft

Ecologically sustainable
products

25 years of e!xact

Rubik's cubes
and much more

One century Döbler

Creative, individual,
successful



Substances of
very high concern
(SVHC)



Transparency by
means of SCIP database

CD LUX

NEW



Ritter Sport mini



Milka

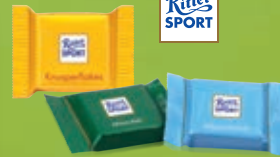


TIP



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TIP



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Editorial

We are the wheat

For almost 60 years it was the February edition of the PSI Journal that was packed full of trade show reports: novelties, companies, people, associations, strategies and much more. Who would have thought that a microscopically small virus could alter this? Now it's already the second year in which the February edition isn't the usual post trade show edition.

But there's hope. Omicron doesn't seem to be as dangerous as the preceding variants. A large proportion of the European population is vaccinated and boosted – and the numbers are growing day by day. Whereas one year ago politicians still lapsed into panic when an incidence level of 100 was reached, it has since become apparent that under the current conditions much higher levels can and must be tolerated to allow a somewhat normal life. And there are also scientific findings which indicate that although the Omicron variant is faster to spread, it's also faster to retreat.

This all creates an environment which lets us hope for a wonderful and successful spring edition of the PSI at the end of April. Almost precisely at the time of this PSI, the trees will begin to turn green again, whilst shrubs and floral plants decorate themselves with blossoms. The dreariness of the winter months will disappear. Our mood will pick up, we'll be livelier and full of energy. Corona has taught us to look to the positives and to do the right thing at the right time.

Yes, the promotional product industry throughout Europe is currently running at a slower pace again. Customer events aren't taking place, budgets are again being held back a little, advertising isn't exactly booming during times of home office and proving vaccination status. But that will soon change. The more the spring and with it the sun regain the upper hand, the more the hard-hit industries will also revive and thrive. The people simply yearn for it. Evolution hasn't trained us to wear masks and maintain social distance. We want to see and touch each other again – not give fist bumps.

That's why I'm also very confident that we'll soon see light again at the end of the tunnel. But we need to be open for this and forge ahead boldly. Here and there it's claimed that Corona separates the wheat from the chaff. If there's some truth in this, then we want to belong to the wheat – to those who have used the time to position themselves better and more sustainably. To those who are way out in front when the economy bounces back. I'm already looking forward to seeing all of you again at the PSI from 26th to 28th April in Düsseldorf.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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One-year anniversary of SCIP database

10

Since January 2021, substances of very high concern (SVHC) that are present in a product with a concentration of at least 0.1 per cent by weight must be registered in the SCIP database. Philipp Reusch, an expert in the areas of product liability, product safety and recall management, takes stock.

PSI Sustainability Awards 2022

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Even after the postponement of the PSI, the PSI Sustainability Awards remain linked to the trade show. The festive evening gala, during which the winners are announced will therefore take place in April in Düsseldorf. Once again, the awards are given in a total of nine categories. New in 2022: the selection procedure. An overview of all categories and nominees



Vernal and sustainable

16

Spring will be coming soon – and along with it Easter, work in the garden and again more hobby and handicraft activities. Here is a selection of product innovations as well as ecologically sustainable products for even many small steps will help preserving a functioning ecosystem.



Rubik's cubes and much more

44

Having undergone a rejuvenating overhaul, elxact has repositioned itself to mark its 25th corporate anniversary. With its youthful new look, it is stepping up with many new products, ideas and services. Managing directors Christiane Nemetz and Angela Guckes on the company, its goals and the challenges of the day.



3 facts about green marketing

1 Green marketing is the process of planning, implementing, and controlling the development, pricing, promotion, and distribution of a product following three aspects: customer needs are met, organizational goals are attained, and the process is compatible with ecosystems. (Donald Fuller, Sustainable Marketing, Managerial-Ecological Issues, 1999).

2 In fact, Green marketing is considered as a trend, but it is not new at all. The term "sustainable marketing" was already coined a quarter of a century ago.

3 Authentic green marketing can be a real competitive advantage: It identifies customer needs better, creates a long-term improved corporate image and can be applied to almost all industries. (duesseldorf-wirtschaft.de, "Nachhaltigkeitsmarketing")

Transparent and safe

GOTS certified textile products
Malgrado fashion & promotion GmbH
PSI 46913



GREEN MARKETING

Back to nature

Linen collection
Boogie Design
www.boogie-design.com
PSI 49348



Addressing the growing sustainability awareness of consumers and at the same time demonstrating responsible sustainable action through one's own corporate measures: There are more and more advocates in the promotional product industry. This means that the industry can set a sustainable example in terms of green marketing – and pave the way to green marketing for companies from other industries with appropriate products in an eye-catching way. In addition to the examples on this page, the PSI Product Finder offers a large selection of sustainable promotional products.

Textile environmental messenger

Hammam Towels
WoW Sustainable Collection
Interall Group B.V.
PSI 41727

Sustainability in everyday life and work

Individualised porcelain mugs
SND PorzellanManufaktur GmbH
PSI 45567





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3 sub-trends of the beauty megatrend

Hardly any industry produces as many (fast-paced) trends as the beauty business. There was even a cultivated cosmetics culture in ancient Egypt. Since the 20th century, cosmetics has developed into an industry in its own right (see E. G. Jung, J. Funke: "Kosmetik im Wandel der Jahrtausende"). According to the British market research company Mintel, cosmetic-business.com has identified beauty trends by the year 2025. We have selected three trends as examples:

1

Digital beauty:

By using smart technologies, consumers can self-diagnose their individual care needs to create bespoke cosmetics.

2

Nature conservation and sustainability:

Nature conservation and sustainability are topics that continue to prevail in the development and production of cosmetics, as consumers place more value on using natural resources as consciously and sparingly as possible.



Vegan natural cosmetics

Lipjar Eco
KHK GmbH
www.lipcare.de
PSI 46131

3

Natural and organic cosmetics:

Parallel to the growing demand for natural cosmetics, consumers' desire for more control over the ingredients of cosmetics is also increasing with consumers' self-manufactured products.



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68

percent
of Germans
demand
that com-

panies be as environmentally
conscious as possible, according
to a current GfK prognosis.

horizont.net

47.2%

of those surveyed for the PPAI study received branded
promotional items in the mail from a company. This meant
that significantly more people were reached via this route
than any other. ppai.org

The Half

of the respondents of the PPAI study
(48.7 percent) said they kept promotional
items for more than five years. The top
motivation for this was utility (75.4 per-
cent). ppai.org

66 percent

of the promotional marketers surveyed
in a global study by the digital marketing
agency DCMN expect their budgets to
increase this year. German marketing
decision-makers are an exception: here,
there are only 55 percent. horizont.net

4 to 5 percent

growth on average per year in the German promotional market is expected by GroupM over the next five
years. That was the result of the "This Year, Next Year" forecast of the agency network. In its "Advertising
Expenditure Forecast," Zenith agency network predicts a growth of around 6.6 percent in Germany for
2021, and of 3.7 and 3.8 percent in the following years. adzine.de

94.7 points

were accorded to the ifo Business Climate
Index in December 2021 (following 96.6
points in November). The companies gave their
current business situation a lower rating. The
pessimism about the first half of 2022 also
increased. ifo.de

3 in 4

consumers (78 percent) ignore or delete every second marketing
newsletter (or more) to which they have subscribed. This was the
result of the international study report "The New Customer Impe-
rative" by Airship, for which more than 9,000 consumers were
surveyed. absatzwirtschaft.de

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Since January 2021, substances of very high concern (SVHC) that are present in a product with a concentration of at least 0.1 per cent by weight must be registered in the SCIP database. Philipp Reusch, an expert in the areas of product liability, product safety and recall management, takes stock.

The SCIP database provides information on substances of very high concern (SVHC) during the entire life cycle of products. Companies have to register their products if SVHC are present in their products with a concentration of 0.1 per cent by weight.

MORE TRANSPARENCY ON SUBSTANCES OF VERY HIGH CONCERN (SVHC)

One-year anniversary