

# PSI EUROPE

**PSI Journal**

International Magazine

For Promotional  
Products

May 2022

Volume 61

**Health  
Sports  
Fitness**

**Fresh  
promotional  
appeal**

**PSI Product  
Finder**

Benefit for distributors

**Touchmore**

Exclusive distribution  
of Promotional  
Rubik's Cube®

**emco**

**Bautechnik**

Promotional floor mats

**Marbo**

**Mediengruppe**

Packers and  
forward movers



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How der Branche.  
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Editorial

# The order of the day

The past few weeks and months have shown us the importance and strength of community. Europe has banded together, many countries in the world are closer than ever before. Although the promotional product industry is not directly threatened by a virus or war, their consequences have hit it directly and at times hard.

Sales plummeted during the pandemic, and just as sales were on the path to recovery, Putin invaded Ukraine – a country whose population he himself refers to as “brothers.” And once again, parts of the economy slam on the brakes. The future seems too uncertain, and possible inflation is paralyzing us. Money is initially parked and not invested. In addition, you can’t buy everything you’d like to buy. Cargo ships are piling up on the high seas in front of almost all the ports in the world, including the European ones.

Since the war has raged in parts of Ukraine, railroads have become almost impassable. Many products cannot be fully assembled because an important component has been lost somewhere on the seven seas. In addition to this, there are personnel problems that are also aggravated by Corona and quarantine. This is certainly not a situation in which you can lean back as a promotional product manufacturer or supplier and let things take their course.

But what to do? Some people try to force products on the market, but this is not a successful style and will usually, at some point, rebound onto the originator. Others give up because they are tired of fighting or have already achieved their goals in life. Understandable, but if all followed this path, it would lead the entire industry into destruction.

Still others are seeking their future in closer, partnership-based cooperations with suppliers who match the demands and style of their own company – or they work together with colleagues who may have other priorities and therefore can contribute additional product know-how. One encounters the latter increasingly when speaking to manufacturers and importers, but also to suppliers and consultants.

Taken together, challenges that are difficult or even impossible for the individual to face in this crisis, seem to work. We should all try harder to understand this. Small differences of opinion should be thrown overboard, we must see the world through the eyes of others and work on something big together – on the success of the promotional product industry as a whole. Because only this success can be the success of all of us – the order of the day is togetherness.

In this spirit

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

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

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# MISTER BAGS®

## Our new arrivals

## in the matter of jute.

**Leon** is a robust jute bag in portrait format that impresses with a few details. With a bright front pocket on both sides, it stands out from classic jute bags. Additional storage space is provided by the large main compartment measuring 31 x 35 x 10 cm and the practical side compartment, which is ideal for storing a water bottle or a coffee-to-go mug.

With its dimensions of 37 x 30 x 15 cm, **Noah** is a real miracle of space. The already large storage space is complemented by a practical side pocket. The trendy canvas fabric on the front and back of the bag is not only a visual highlight. It creates two additional pockets. The stylish **Noah** can be closed with a magnetic closure.

**Henry** is a true giant among the jute bags. With a size of 42 x 33 x 19 cm, it is not only suitable for shopping, but also for university or a visit to the gym. **Henry** has a total of four compartments. A magnetic closure ensures that the main compartment remains reliably closed.

All three jute bags are OEKO-TEX certified and have also been tested for food safety. In addition, the three bags have fashionable padded handles in a herringbone pattern.

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# Leon

N° 2363



# Noah

N° 2362



# Henry

N° 2364



## Profitable sales tool 10

Promotional products distributors have more to offer than merely procuring promotional products. They are contact partners and consultants – and they live off innovative products. A targeted connection to suitable suppliers can lead to more sales. This is where the PSI Product Finder comes into play: an intelligent search engine that brings together providers and searchers.

## All about sports 12

When it comes to sales promotion, brands and services advertised with promotional products reach wonderfully wide target audiences. Therefore, promotional products are the ideal sales enhancers in businesses' mix of marketing tools, even more with regard to sports. Within this range of products, the targeted use of "hapticals" gives your desired advertising message the necessary "swing" to thus make a lasting impression.



## Timeless symbol 56



Touchmore GmbH, the haptic brand communication specialist, has taken on the exclusive distribution of Promotional Rubik's Cube® merchandise in Germany and Austria. The Rubik's Cube® combines design and symbolism in a special way and, thus, makes it a highly effective promotional product.

## Customised eye-catchers 60

Think promotional products, and carpet mats are not necessarily the first thing to come to mind. In matters of promotional longevity, though, and the enduring presence of customer logos, they are virtually predestined. And a thoroughly successful business model on top of that, as the case of emco Bautechnik demonstrates.







**Haptical slowing down**  
 Promotional products – if not at first, then at **second or third sight** – have a few things in common with Polaroid pictures. They are something **haptic** through and through and are able, depending on product, to do their bit towards **slowing down**: whether **cuddly, creative, sustainable** or with **powerful symbolism**, yet always **inspiring** and **attention-grabbing**.



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Physicist **Edwin Land** invented the **instant camera 75 years** ago. It revolutionised how people take **photographs** and triggers enormous **fascination around the world** to this day. This is also evident in the **sales figures of recent years**, which are still situated at around **half a million** devices sold annually. In this **digital age**, this method of photographing is **slackening pace**, say even professional **photographers**, who attest something very **haptic** to the pictures. (tagesschau.de, “Der Spaß entwickelt sich sofort”)



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**“The future of retail is clearly phygital.”** That is a finding of the **2022 consumer trends** compiled by market research institute GfK. But what is behind this **trend**? In the age of **smartphones, apps and the like**, consumers expect **distribution channels** to complement one another, in order to offer **cross-channel purchasing experiences** – including where **online world and offline world** come together in stationary trade. **Phygital strategies** go one step further, “since they bring together a **seamless purchasing experience** and the hyper-personalisation of one’s own range,” writes the e-commerce magazine, evoking the **“next evolutionary stage”** of customer approach. The boundary between the physical and digital dimensions of trading is allegedly being abolished, since **digital applications** interact with the **physical world**. (e-commerce-magazin.de, “Phygital Shopping: Wie Händler es schaffen, eine nahtlose Einkaufserfahrung zu bieten”)

This is the **successful interplay** between supposed opposites: **phygital – therefore physical and digital, mechanical and electronic**. Including in the haptic world of promotion.

Trends & Brands



#### A great decision for body and mind

Fitbit Charge 5 (fitness and health tracker with ECG function, EDA scan app for stress management and other functions)

SPM Schäfer Promotion Marketing GmbH  
www.spm-marketing.de  
PSI 46903

#### Retro meets state of the art

Retro telephone receiver (fits onto a 3.5mm headphone plug for standard telephones/smartphones and is compatible with most 3.5mm pad and computer socket devices)

Forty Four Promotions Co. Ltd  
www.44promotions.co.uk  
PSI 60422



#### Promotes haptically as well as digitally

QR-Code Pen (pre-programmed QR Code imprint on the clip for a quick and contactless transfer of additional information like business cards, social media channels, events, direct access to the corresponding Wi-Fi network)

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**33** .....  
**per cent**

of global sales is estimated to be accounted for by e-commerce in 2022 – a new record. This was calculated by Edge by Ascential. [horizont.net](http://horizont.net)

**3.6%**

global economic growth is forecast by the International Monetary Fund this year, which represents a lowering of growth expectations. [tagesschau.de](http://tagesschau.de)

**198%**

more products that contained the search term "Wohlfühl" (well-being) were sold since the beginning of the pandemic compared to 2019. This is the outcome of a new study by Ebay Ads. [horizont.net](http://horizont.net)

**7.5%**

is the current inflation rate in the Eurozone. To keep up consumption despite this, wages would also need to rise, according to Marcel Fratzscher, President of the German Institute for Economic Research (DIW). Otherwise, unemployment and weak growth could be the consequences. [tagesschau.de](http://tagesschau.de)

# Two out of three

respondents of a Utopia survey (62 per cent) indicated that they consciously refrain from choosing products that do not appear to be ecologically or ethically sound when shopping. [horizont.net](http://horizont.net)

**9.2 per cent**

growth in advertising expenditure is expected worldwide in 2022, according to an analysis by Dentsu experts. This is attributable largely to the Winter Olympics, the Paralympics in Beijing, the FIFA World Cup in Qatar and spending for the midterm elections in the USA. [adzine.de](http://adzine.de)

**Five**

impulses on the subject of circular economy have been put together by the magazine *absatzwirtschaft*: a potpourri of current studies on activities by brands in the field of circular economy right through to important policy frameworks. [absatzwirtschaft.de](http://absatzwirtschaft.de)



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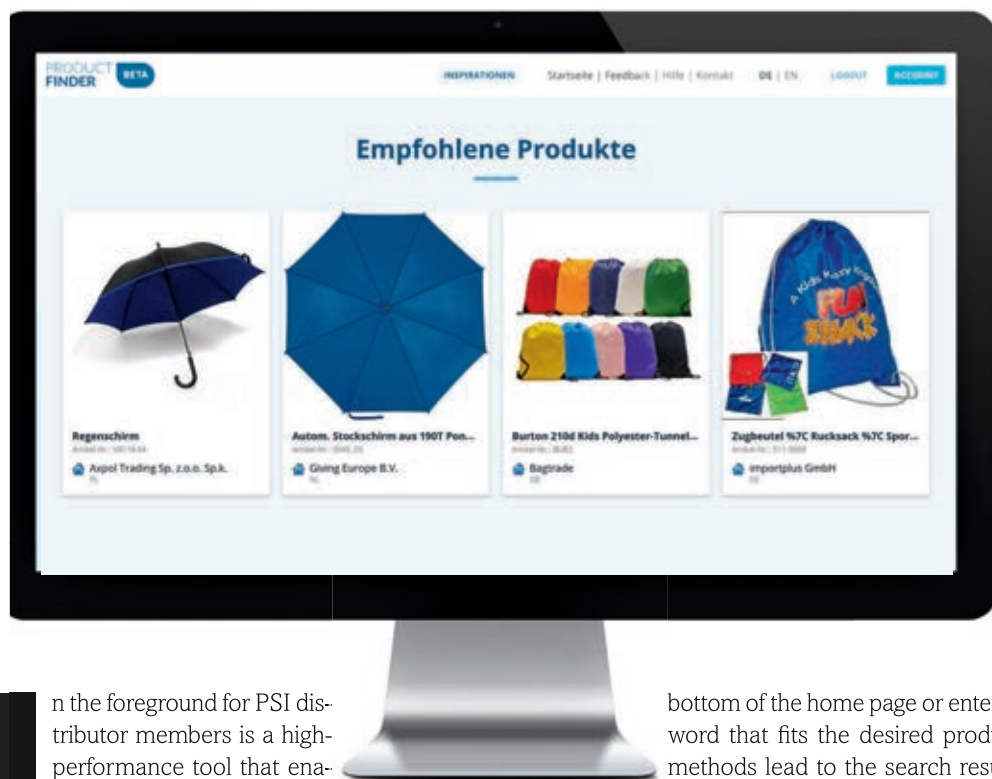


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## How distributors and consultants profit by the PSI Product Finder

# Profitable sales tool



**U**n the foreground for PSI distributor members is a high-performance tool that enables them to tune their search to their entirely specific needs.

All listed products are subject to a strict data quality standard and provide extensive additional information, such as finishing, manufacturers' non-binding price recommendations, price scales and much more.

### Seek correctly and ye shall find

Searching in the PSI Product Finder is a breeze. For example, either select and click on a product category at the

bottom of the home page or enter a search word that fits the desired product. Both methods lead to the search results page. There, the found products can be viewed or the results further specified. Simplified filter navigation enables a search for preset attributes, such as colour, material, size, suppliers or certificates. Moreover, distributors and advisors can call up product details or directly send a request for an offer to the relevant supplier. They are equally able to complete this task from the product detail page, where the supplier's contact details are also displayed. Last but not least, the found products can be saved in a product list.