International Magazine

**PSI Journal** 

For Promotional

**Products** 

July 2022 Volume 61



## EUROPE

-Advert-





We sincerely thank you for your participation in the Sustainability Awards 2022 in Düsseldorf as our guest!

Congratulations to all winners!



### **PSI Journal**

International Magazine
For Promotional
Products

July 2022 Volume 61

EUROPE

### Christmas, sets, customermade products Toys and cuddly products BAS Promotional seating

### elasto

Together for the environment

### PSI Product Finder

Optimized message centre

# PSI Sustainability Awards 2022 Big Stage for winners



We sincerely thank you for your participation in the Sustainability Awards 2022 in Düsseldorf as our guest!

Congratulations to all winners!

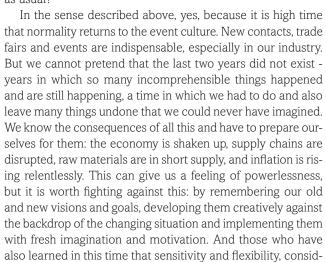


### Setting a sign

ith the presentation of the PSI Sustainability Awards at the Rheinterrassen in Düsseldorf, the industry experienced a glamorous gala evening in June. In keeping with the now seven-year tradition of the Trade Sustainability Award, honours were given to active companies and fun products that meet high eco-

nomic, ecological and social standards and can thus offer orientation in sustainability to all market participants. After the 2019 award ceremony, which took place in the neoclassical ambience of the Wiesbaden Kurhaus, and the digital ceremony in 2021, winners, nominees and guests were finally able to meet live again and enjoyed good company in a stylish location and, of course,

everything else that belongs to a festive event. So, everything as usual?



eration and mutual support make everything easier and more pleasant, have a real success factor on their side. But part of the new departure is also that we can hold on to beautiful traditions, revive friendships and cooperation, and enjoy an entertaining evening.

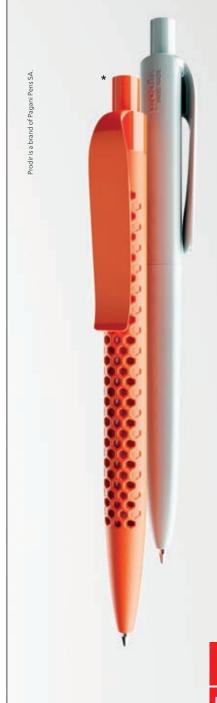
The fact that it seems to be within reach that the combustion engine could run out of road indicates the direction in which we all have to march – whether we like it or not. And this EU decision shows how right, important and far-sighted the Trade Sustainability Award is. Particularly in times of upheaval such as we are currently experiencing, we need continuity, but above all we need perspectives and the feeling that we can make a difference. In this respect, everyone who was, is and hopefully will be present at the PSI Sustainability Awards is setting an example that points to a positive, sustainable future.

In this spirit

Kironla

Ursula Geppert | Deputy Chief Editor PSI Journal
Your opinion: geppert@edit-line.de

Innovation and Design.



\* QS40 True Biotic iF Design Award 2022



Personality pens. Swiss made.

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### New packed.

### In jute!

Sustainable, robust and ecologically degradable. We at **Mister Bags** are proud to present three new jute drawstring bags in our collection:

Our new additions **Caspar**, **Melchior** and **Balthasar** are made of **100% natural jute**. This means that, our new bags are completely biodegradable and thanks to their extreme robustness, they can be used again and again.

As environmentally friendly packaging, all kinds of gifts can be safely stored in our bags, especially at Christmas time. The practical jute cord for closing the bags guarantees that the contents will not get lost.

Like all our bags and pouches from **Mister Bags**, our three new ones are also certified with the **OEKO-TEX 100 standard** so they are reliably tested for harmful substances.

Even though they look the same down to the fiber, our three new additions can be easily distinguished by their size: At  $20 \times 25$  cm, **Caspar** is the smallest of the bunch. **Melchior**, measuring  $25 \times 30$  cm, offers considerably more storage space. And **Balthasar**, with its dimensions of  $30 \times 40$  cm, is recommended for much larger tasks.

No matter which one you choose - with our three new jute drawstring bags you always make a sustainable choice!

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### Melchior

N° 2371



### Caspar N° 2370





### Brilliant presentation of PSI Sustainability Awards 2022

10

On 21 June, the PSI Sustainability Awards were presented for the seventh time. After the past year's digital interlude, the industry's Sustainability Awards returned to a big, live stage and once again demonstrated their appeal. It turned out to be a festive summer evening with happy faces – not only on the part of the awardwinning companies.

### **Not only for Christmas**

6

Personally conveyed and ideally personalised "hapticals" are proven to have a long-lasting and enduring effect, of course espe-



cially before the celebration of all celebrations. In addition to the Christmas theme, the PSI Journal presents ideas of the industry, which pay tribute to humans' urge to play and are therefore ideal carriers of advertising messages.

### **Promotional seating**

58

BAS Production and Trading GmbH is a young company offering a wide range of innovative products with deliberately sustainable

accents. The focus is on the triad "avoid – reduce – compensate." A prime example of this is the genesis of the Flatcube@ made out of rubbish.



### Together for the environment

6

elasto GmbH & Co. KG, one of the leading manufacturers of promotional products, is launching the next offensive towards sustainability: in 2022, the company became the first German producer in the promotional products sector to be ISCC PLUS certified, an independent, global, voluntary certification system covering the entire supply chain.

### A GREEN THEME ...

of sustainability has long run through the promotional product industry. More and more companies – both on the manufacturing side as well as those using the products – recognize the importance of the ecological, economic and social aspects. T rends & Brands'in t his issue of the PSI Journal is deliberately dedicated to sustainable articles – not only, but also upon the event of the PSI Sustainability Awards.

### Perfect mix: organic and antibacterial

BIC® Media Clic BIO BGUARDTM
Antibacterial Ballpoint pen (the barrel is made of 70% bio-based material and is 100% biodegradable, the clip is 100% recyclable. The dyes are 100% bio-based. The antibacterial protection eliminates 99.9% of bacteria on the shaft.)
BIC GRAPHIC EUROPE S.A.
www.bicgraphic.eu
PSI 41859

### The green alternative

Notebook "Wood You Write"
(Sustainable notebooks with real
wood covers made from production
leftovers from an Italian veneer
and furniture manufacturer. FSC
paper is used inside. 100% production takes place in Italy, which
avoids long transport routes.)
Promotred Srl
www.promotred.com
PSI 60442

### Special. New. Trendy.

Tramuntana recycled sneakers (made from recycled plastic and other waste collected from the Mediterranean Sea. All other components [outer and inner sole, laces, canvas] are vegan. The personalized box is made from recycled cardboard.)

ID sneakers

www.idsneakers.com PSI 45193



### Stylish eye-catcher – lasting taste experience

Bottle it (the food-safe drinking bottle made of quality porcelain with a swing top of stainless steel, ceramic and natural rubber and a carrying handle – 0.5 and 0.75 litres. 100% 'Made in Germany'.)

Eschenbach Porzellan www.eschenbachporzellan.de

### Sustainable mail

Coffee plant "Coffea Arabica"
(Bloompost titles itself the inventor of the mailbox flower and aims to "make the world happier and greener.")
e-Flora BV
www.bloompost.nl
PSI 60453

### Harmony in ceramics and wood

"Woody" mug (completely made
in Poland from environmentally
friendly clay and glazes. The
wooden elements are made of
FSC-certified plywood.)
AVANT Fabryka Porcelitu
www.avant.pl
PSI 49413

### Sustainability has many facets.

Equally diversely, the promotional product industry demonstrates its creativity and talent for being a trendsetter in matters of sustainability. This is where your product could be.

Therefore... spot on!

INNOVATIVE WORKWEAR EST. 1892



### CHARISMATIC | AUTHENTIC | TIMELESS

HANDCRAFTED APRONS AND WAITER'S HOLSTER | 100 % LEATHER

VERSATILE APPLICATIONS | HIGH-QUALITY FINISHING THROUGH EMBOSSING











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per cent
more perceived brand
relevance is
generated by
the font Cotford Display Regular according to a study by Monotype focussing
on a brand using this font. It increases
the level of remembrance by 10 per
cent. horizont.net



**forecasts** for digital advertising are the result of an analysis of the future which the magazine Adzine has dared to carry out. adzine.de

1 of 2

managers from the advertising sector (48 per cent) are firmly convinced that QR codes fundamentally improve the measurability of

the performance of promotional campaigns related to DOOH advertising. This was revealed by a global study conducted by Alfi, a company which develops advertising platforms by means of artificial intelligence. perceptiona.com

93.0

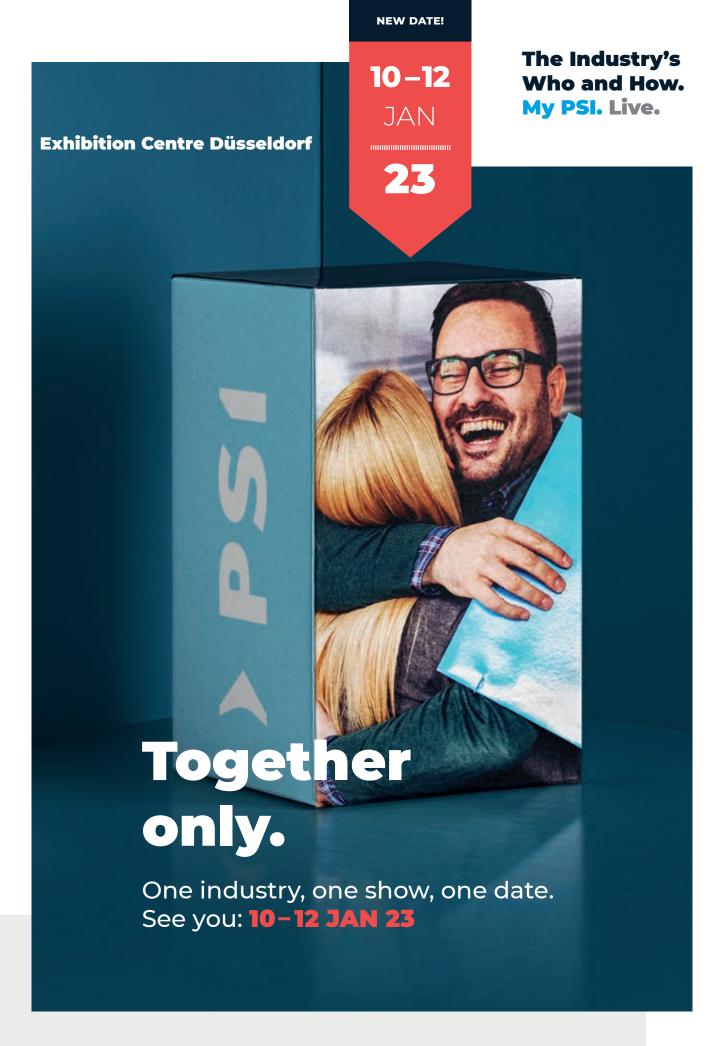
points were indicated by the ifo business climate index in May 2022 (after 91.9 points in April). The businesses were noticeably more satisfied with current operations, in particular. However, expectations hardly changed as businesses still remained sceptical. ifo.de 6.54

billion Euro advertising turnover will likely be generated by audio and audio-visual media this year.

This was revealed by the spring forecast carried out by VAUNET –

Association of Private Media.

This corresponds with an increase of 4.2 per cent. vau.net





Brilliant presentation of the industry's Sustainability Awards

## A big stage for the happy winners

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