

# PS1 EUROPE

**PSI Journal**

International Magazine

For Promotional

Products

July 2022

Volume 61

-Advert-

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Congratulations to all winners!

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# PS1

## EUROPE

**PSI Journal**

International Magazine

For Promotional

Products

July 2022

Volume 61

### Product Guide

Christmas, sets, customer-made 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**



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## Setting a sign

**W**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 economic, 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?



In the sense described above, yes, because it is high time that normality returns to the event culture. New contacts, trade fairs and events are indispensable, especially in our industry. But we cannot pretend that the last two years did not exist - years in which so many incomprehensible things happened and are still happening, a time in which we had to do and also leave many things undone that we could never have imagined. We know the consequences of all this and have to prepare ourselves for them: the economy is shaken up, supply chains are disrupted, raw materials are in short supply, and inflation is rising relentlessly. This can give us a feeling of powerlessness, but it is worth fighting against this: by remembering our old and new visions and goals, developing them creatively against the backdrop of the changing situation and implementing them with fresh imagination and motivation. And those who have also learned in this time that sensitivity and flexibility, consid-

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

**Ursula Geppert | Deputy Chief Editor PSI Journal**

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

## Innovation and Design.

Prodir is a brand of Pagani Pens SA.



\* QS40 True Biotic  
iF Design Award 2022



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# MISTER BAGS®

## 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 x 25 cm, **Caspar** is the smallest of the bunch. **Melchior**, measuring 25 x 30 cm, offers considerably more storage space. And **Balthasar**, with its dimensions of 30 x 40 cm, is recommended for much larger tasks.

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

### TRENDS & BRANDS

4

### MARKET RESEARCH

8

### PSI SUSTAINABILITY AWARDS 2022

A big stage for the happy winners

10

### PRODUCT GUIDE

Xmas, sets of presents and custom-made products

16

### INDUSTRY

Companies, Events, Markets

38

GWW-NEWSWEEK:

Promotional products arouse emotions

46

### PRODUCT GUIDE

Toys and cuddly products

48

### COMPANY

BAS: Promotional seating made out of rubbish

58

elasto: Together for the environment

61

### BUSINESS

ZAW: Light on the horizon

60

### PRODUCT GUIDE

Innovative Products

62

### MYPSI

68

### OPINION

70

### PREVIEW – IMPRINT

72

[www.misterbags.de](http://www.misterbags.de)



## Balthasar

N° 2372



## 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 award-winning companies.

## Not only for Christmas

16

Personally conveyed and ideally personalised “hapticals” are proven to have a long-lasting and enduring effect, of course especially 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 rub-bish.



## Together for the environment

61

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. Trends & Brands in this issue of the PSI Journal is deliberately dedicated to sustainable articles – not only, but also upon the event of the PSI Sustainability Awards.

## 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

## Perfect mix: organic and antibacterial

BIC® Media Clic BIO BGUARD™ 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

## 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



JN924 JN193 MB7551 JN207



JN785 8007 JN1203 JN206



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#### 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](http://www.bloompost.nl)  
PSI 60453

#### 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](http://www.eschenbachporzellan.de)



#### 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](http://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 sustain-  
ability. This is where your product  
could be.

Therefore... spot on!







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# Collection



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13

.....  
**per cent**  
 more per-  
 ceived 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](https://horizont.net)

Six

.....  
*forecasts for digital advertising are the result of an analysis of the future which the magazine Adzine has dared to carry out. [adzine.de](https://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](https://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](https://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](https://vau.net)



NEW DATE!

10-12

JAN

23

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the promotional products industry



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**Brilliant presentation of the industry's Sustainability Awards**

# A big stage for the happy winners

On 21 June, the PSI Sustainability Awards were presented for the seventh time. After the past year's digital interlude, the Trade 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 award-winning companies.