

PSI

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International Magazine
For Promotional
Products

October 2022
Volume 61

including
PSI 2023
exhibitor list!

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October 2022

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PSI 2023

Renowned exhibitors,
big brands

Product Guide

Outdoor, Umbrellas, Tools,
Knives
Health and Hygiene

GWW

Nationwide campaign
#1001Emotion

Gustav Daiber

Signing of the WIN-Charta

Supply chain problems

**Optimise,
diversify,
regionalise**

...AND A **NEW** PREMIUM **SOFT-TOUCH** VERSION





Editorial

Time to show courage

When Chancellor Scholz spoke of a turning point, in his government statement of 27 February this year, he himself steered the topic mainly towards defence and the Bundeswehr. At least that is how it was reported in the media. At the time, hardly anyone expected that, six months later, this issue could affect us all so massively in our everyday lives in terms of energy. We will all have to suffer in this regard, including us publishers. Those in the finishing trade are often hit particularly hard by energy costs. Machines use enormous amounts of electricity. Print shops too, and paper is becoming more and more expensive.

Conditions that pose a strong challenge for some are close to life threatening for others. This is mainly because the industry cannot pass the entire, enormous cost increases on to their customers. In addition, there are problems with supply chains. The trade cannot react as quickly as customers would often like. Investments in larger warehousing are expensive countermeasures that not everyone can afford. Nobody wants to put dead capital onto a shelf.

But is the industry fundamentally facing a turning point – or are we dealing with a crisis? Are we at the end of one epoch or era and at the beginning of a new one? In a political context, that could be the case. For the promotional products industry, I think that's overstating it. Yes, we have lessons to learn from this situation. We have to produce more in and around Europe, we have to digitalise more and better – including ourselves. We have to optimise what needs to be optimised.

And if we are in a crisis, then the procedures for crises apply. Other sectors have experienced this as well: those who used the crisis to whip their own thinking and companies into shape were the ones on the winning track after the crisis. It will be the same this time. Because it will always, everywhere, be the customer who makes the decision. They will go where the atmosphere is good, where they like what is on offer, where investments have been made in new things and where they meet nice people. So there is a lot to do – this is the time to show courage.

I am looking forward to meeting many courageous people at the PSI to kick off the year 2023, because the promotional products industry has many of them – you can see that now, in the bookings for the largest trade fair in Europe. Without this courage, the industry would not have come through the past decades so well.

In this spirit

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

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Enzo

N° 2339



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In 6 different Colors



Whoopie

N° 2338



140 gsm cotton



In 6 different Colors



Supply chain: Optimise, diversify, regionalise

10

For many industries, including the promotional products industry, supply chain problems are currently one of the main uncertainty factors. First, the corona crisis revealed how susceptible supply chains are to disruptions. The Ukraine war and energy crisis compounded the problems. The causes of the misery are complex.

PSI 2023: Renowned exhibitors, big brands

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The industry is anxiously looking forward to its traditional meeting point, the PSI Trade Show. The list of exhibitors is growing quickly and already includes many important exhibitors with big brands. We will present several of them and find out why they are attending the event and what they appreciate about the PSI.



The urge to get outside

28



An entire industry is dedicated to the urge to get outside. The promotional products industry also has plenty to contribute to the "Outdoor" theme. And not only to this topic. There is an important link between hygiene and health. Our industry has developed useful, attractive and promotionally effective products in this context.

Innovative cleaning cube

76

Cool and useful. Developed and created regionally. That's all about the cleaning cube QYOUB by Violin & Garlic GmbH. The innovative cleaning aid for smartphone and tablet surfaces is manufactured in inclusive workshops in Fulda – in other words, entirely made in Germany.



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Paper style

The fashion industry is very trend-intensive. It is inspired by non-textile themes and also becomes a source of ideas itself. The latest example is paper bag pants, pants with a high waistband that are tied and gathered at the waist with a belt. This makes the trousers look like a “crumpled up” paper bag at the waist. Many “paper acts” that the promotional product industry has to offer are also very trendy. And the sustainable eye catchers offer more than just a paper bag look.

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Being your own trendsetter

Every Jack has his Jill, at least one saying claims. It remains to be seen whether everyone or everything will find **the right counterpart**. But it does not have to be limited to **Jack and Jill**. In the representational world, the magic word is **“mix’n’match”**: select elements, find the appropriate **matching pieces** and put them together to form a **complete product**. The **promotional product industry** shows how it can work. And (not only) our **examples prove it**: Obviously, **every Jack does have his Jill**.



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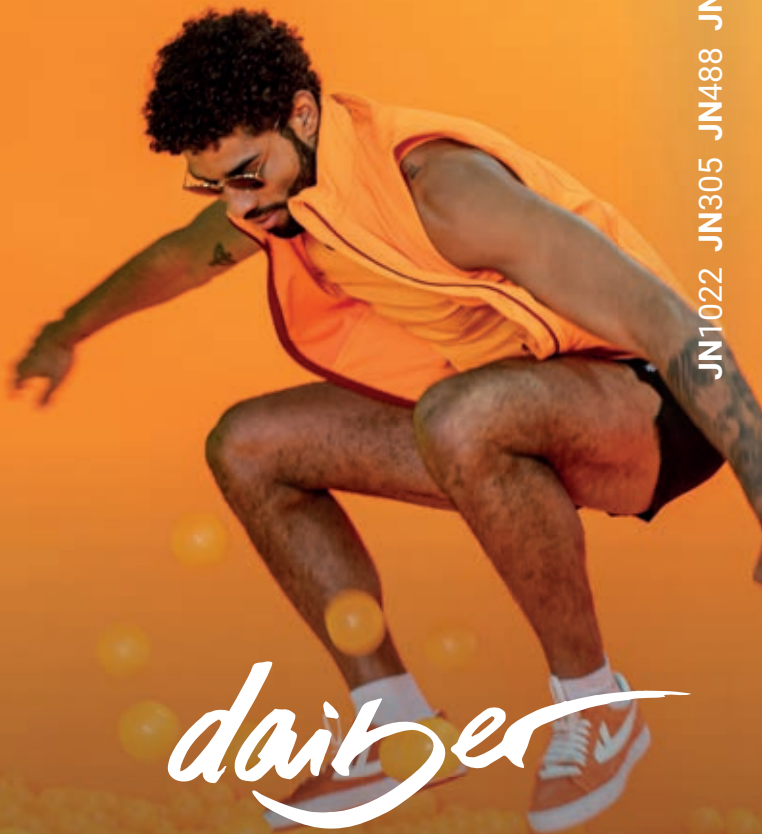
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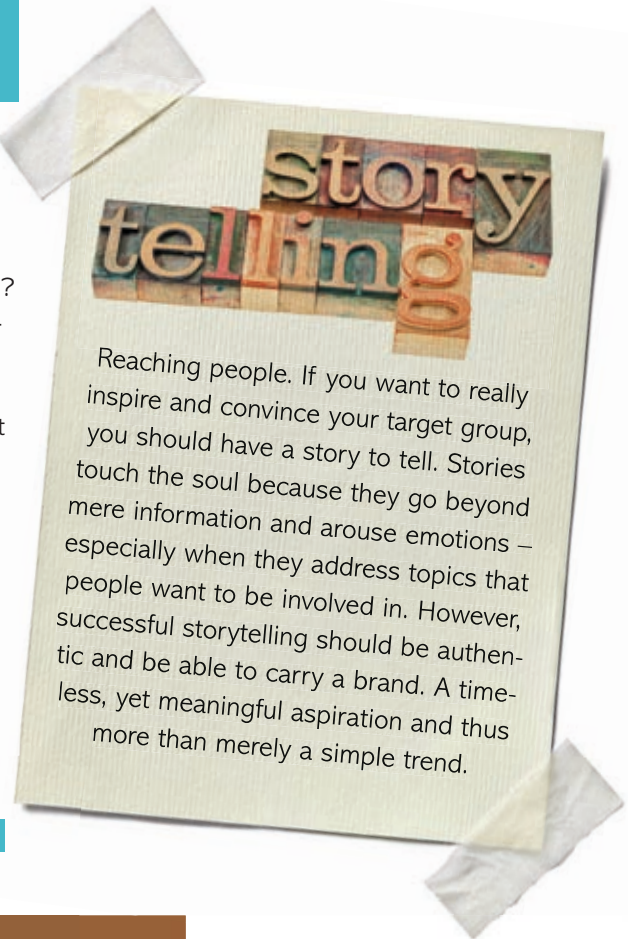
Reading coffee grounds with a **WoW** effect

Das Kaffeesatzlesen ist eine alte Tradition, mit der die Zukunft vorhergesagt werden soll. Soweit. So gut. Aber Storytelling mit Kaffeesatz? Geht – und das in jeder Hinsicht geschmackvoll. Dann, wenn Kaffeesatz die Grundlage einer ganzen Produktreihe bildet. Und von dem entstehen jährlich sage und schreibe rund 50 Milliarden Kilogramm. Auch so lässt sich nachhaltig Geschichte(n) schreiben und garantiert mit Zukunft.



WoW Sustainable Collection

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www.interallgroup.com
PSI 41727



Reaching people. If you want to really inspire and convince your target group, you should have a story to tell. Stories touch the soul because they go beyond mere information and arouse emotions – especially when they address topics that people want to be involved in. However, successful storytelling should be authentic and be able to carry a brand. A timeless, yet meaningful aspiration and thus more than merely a simple trend.

Inspired by nature

Creating lasting values and environmentally friendly products that tell a story and leave a deep impression. Nature itself tells the most impressive stories – and is therefore a source of inspiration, also for the responsible use of its resources. Being inspired by nature for the benefit of nature, that is storytelling from its sustainable side.



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Shapely drinking pleasure



Trinkbecher Eichenholz

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Not least after this long, dry summer, the desire to quench thirst is at the heart of physiological needs. But the coming cooler season will also increase the desire for warming liquids in view of the need to save on heating costs. Unusual drinking vessels can intensify the pleasure, especially if they are suitable as year-round all-rounders for cool and hot drinks (and also as attractive eye-catchers).

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For many industries, including the promotional products industry, supply chain problems are currently one of the main uncertainty factors. First, the corona crisis revealed how susceptible supply chains are to disruptions. The Ukraine war and energy crisis compounded the problems. The causes of the misery are complex and not necessarily new.

Supply chain problems: Causes, consequences and solutions

Optimise, diversify, regionalise



Supply chain problems affect everyone, albeit for different reasons: manufacturers cannot process orders or can only process them with a delay, because materials or preliminary products are lacking, importers desperately wait for goods stuck on the way to Europe and retailers have to explain the delays and price increases to their customers or offer quick and resourceful solutions if certain products are unavailable. This is no easy task in view of tight budgets, short-term decisions and high demands for quality and ecological sustainability.

Globally fluctuating demand

There are diverse reasons for the supply chain problem. The causes and effects of the individual factors mutually influence one another and new and old problems are closely intertwined – for example the globally fluctuating demand, which sometimes particularly affects this and sometimes that branch or region. During the first phase of the pandemic great uncertainty about the further economic development had the effect that businesses adapted their production plans and that production and transport capacities were ramped down across many sectors. Simultaneously, demand exploded in certain branches, for example food, medical and hygiene products as well as electronics. Therefore, businesses from the affected branches had extreme difficulties with procurement and were only

able to find the necessary raw materials and parts with great effort and at high prices. In such shortage situations, companies whose production systems and products are heavily regulated by specifications and compliance requirements such as manufacturers of medical products were and are still hit particularly hard. In such sensitive branches, only certain licenced suppliers are authorised in the production process and cannot be simply replaced by others. It is therefore necessary for them to set up more systematic and effective communication and cooperation possibilities with existing suppliers and to specify where additional procurement channels have to be established. >>

