

# PSI 1

**PSI Journal**

International Magazine  
For Promotional  
Products

November 2022

Volume 61

including  
**PSI 2023**  
exhibitor list!

# EUROPE



## PSI 2023

Full speed ahead

### Product Guide

Car, bike, traffic, safety

### Flaschenfreunde

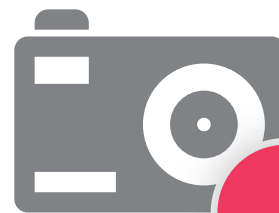
Partner for any bottle project

### PSI Product Finder PSI Supplier Finder

More possibilities,  
greater benefit

**Electronics,  
digital,  
energy-saving  
products**

**Efficient,  
smart,  
responsible**



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NETWORKING ■  
KNOW-HOW ■  
INSPIRATION ■

**FAMA MESSEFACHTAGUNG**

**28. – 29. NOVEMBER 2022**

**MESSE ERFURT**

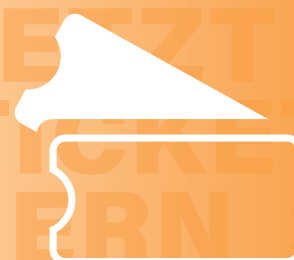


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**TICKET TICKET TICKET TICKET**  
**SICHERN SICHERN SICHERN SICHERN**





## Editorial

# Using time wisely

**I** know that it sounds somewhat overconfident when people say that we should accept and take advantage of these times, which are very difficult in so many aspects. But let us be honest: what is the alternative? When I hear people say this, a scene comes to mind. An older friend once confessed to me: "You know, it is no fun getting old." I then asked him: "What is the alternative?" We laughed heartily and agreed: "Nobody wants that to happen – so let's make the best out of it".

Yes – making the best of it will be the task for the short-term and maybe even more long-term future – for us in the promotional products industry too. For everyone out there: We have to gear our businesses towards profitability, use marketing mechanisms in a target-oriented manner and optimise logistics and digitalisation – all of this while citizens' willingness to consume is likely to be at an all-time low. A gordian knot?

It is surely not easy for small businesses, but the past has shown that small businesses are often more stable than mid-sized businesses because they are able to achieve a lot with smaller, individual measures. In the general consumer business sector, it can currently be observed that customers are again enjoying being inspired in shops. They want to feel, smell and taste again. Good prospects for haptic advertising.

The PSI member companies in the industry have apparently understood this. Visitors to the PSI can enjoy the experience of feeling, smelling and tasting. In this issue, you can read about why renowned companies like to show their products to their customers again and wish to win over new customers. Those who buy the right products for the kick-off of the year 2023 and in turn effectively communicate this will to their customers will be able to take advantage of the crisis. After all, every crisis has its winners.

Besides great products, the PSI will be offering very concrete solutions for marketing, ecological sustainability and digitalisation – only for members. And just to emphasise again: industrial customers are no longer an issue. The PSI absolutely does not invite them anymore – promised. And don't let anyone tell you otherwise.

Let us all take advantage of the opportunity that the re-start of the PSI offers not only us, but also the entire industry. When we see each other, talk with one another, come up with new ideas – maybe even new business ideas –, it will give us new strength to face 2023, which certainly will not be easy. That is the meaning and purpose of large trade shows. I am looking forward to seeing you.

In this spirit

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

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

# Can you hear it, the roaring of the sea?



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MISTER BAGS®

Our durable

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There are many ways to protect the environment. One of them is the use of reusable cotton or jute bags.

Whether it's a food-safe vegetable bag with a drawstring or our new jute bags with all kinds of capacity, there are no limits for usability. Even as a small gift bag or laundry bag our drawstring bags are perfect for everything.

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- ✓ are suitable for all kinds of uses
- ✓ can be printed individually
- ✓ prove to be perfect advertising media

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



**Our assortment of  
Drawstring bags**



## **PSI 2023: Full speed ahead 10**

After a two-year break, the PSI trade show, the flagship of the European promotional products industry, is heading full steam ahead towards its target of 400 exhibitors. On board are renowned national and international industry players who do not want to miss the event as a presentation and networking platform.

## **Efficient, smart, responsible 26**



Digital media and haptic advertising go well together. Our industry is constantly creating new product ideas that know how to combine the digital and analogue worlds in an effective way - also with a view to saving energy, as the special pages at the beginning of this section show.

From page 52 onwards, there are innovations from the areas of "cars, bicycles, traffic and safety".

## **Partners for every bottle project 64**

The bottle friends love glass. And they support their customers in every bottle project, individually in shape, design and closure, no matter whether it is a drinking bottle with the desired logo, a guest gift for every occasion or a suitable bottle for the water dispenser. Thanks to a broad network of regional partners, there are no limits to creativity.



## **PSI Product Finder and PSI Supplier Finder 74**

The PSI Product Finder is the largest European database for promotional products and an intelligent search engine that



brings suppliers and seekers together. All listed products are subject to a strict data quality standard and offer a high degree of comprehensive additional information. Now there are even more options for users.



**A quick wipe,  
and say goodbye to viruses**

Disinfectant wet wipes  
FrischTuch GmbH  
www.frischtuch.de  
PSI 60461

**Pickpocket alarm**

Pocket alarm PA6  
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www.indexa.de  
PSI 44531



# PLAYING IT SAFE

There are **sayings** that are simply the best way of expressing yourself in an **everyday language**.

**"Playing it safe"** is a perfect example of such a saying. If you play it safe, you don't take risks, you err on the side of caution. There are many other common idioms relating to safety: for example, the Victorian expression **'safe as houses'** meaning secure and with no risk of failure, or a safe bet, which comes from horse racing and means a horse that's sure to win, or you can refer to someone as having a safe pair of hands, which is a sporting **metaphor** from cricket and rugby referring to catching the ball. In today's world it's always better to be safe and sure than sorry. This applies in numerous contexts and to great **promotional effect** – whether relating to articles of daily use or metaphorically such as a sure sense of style, as the following examples show.

You can find still more **promotional products** relating to all aspects of safety from page 52 onwards in this issue and in the **PSI Product Finder**.



**A sense of style  
wherever you find yourself**

Lipstick insulated bottle and triplus ballpoint pen  
Staedtler Mars GmbH & Co. KG  
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PSI 41108



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# WOOD GLAD

When it comes to popular sayings, there are several turns of phrase relating to wood and trees. **'Touch wood'** and **'a chip off the old block'** are just a couple of examples. We can't say for sure why there are numerous sayings. One thing's for certain: in terms of culture and history, **trees** and **woody plants** are among the oldest plants used by man. As a renewable raw material, **wood** still remains one of the most important plant products for the processing industry today. Our industry also sets great store by this material and is most definitely not barking up the **wrong tree**. And not only to this renewable raw material but also to a natural reusable one. That is made clear by these products and others from the **PSI Product Finder**.

## Sustainable timeless design

Heimrich1904® ECOjuego pen set (wood and brass, in eco-friendly box)  
Heimrich1904® c/o Kaldenbach GmbH  
[www.heimrich1904.de](http://www.heimrich1904.de)  
PSI 2043



## Investing in the future

uma Treeck (with a barrel made from FSC®-certified walnut wood; a corresponding number of trees is planted for each writing instrument or set purchased)  
uma Schreibgeräte Ullmann GmbH  
[www.uma-pen.com](http://www.uma-pen.com)  
PSI 41848



## Clean cutting

Bread knife in stainless steel with superior Italian olive-wood handle  
Schwertkrone – Daniel Weber  
[www.schwertkrone.de](http://www.schwertkrone.de)  
PSI 60446



## Notebook made of organic material

Coffee Notebook W001 with a cover made from coffee grounds that even smells of coffee too  
Clipper – Interall  
[www.clippergifts.com](http://www.clippergifts.com)  
PSI 40511

**25** JAHRE  
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**TIPP**

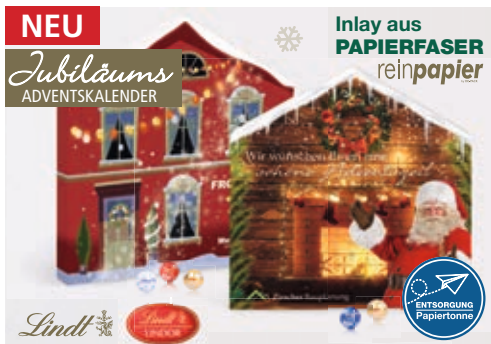


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# 2.8

per cent  
instead of  
4.3 per

cent. The World Bank has significantly lowered its growth forecast for China. This means that China will lose its role as growth motor for Asia this year. tagesschau.de

# 83.5%

of German consumers do not find product tips and purchase recommendations from influencers to be any more credible than classic advertising, according to a survey from Next Media Hamburg. horizont.net

# 81 per cent

of surveyed Germans show understanding for increased prices for products and services in times of inflation. This is the result of a study by DCMN. horizont.net

# Five

aspects why promotional products are important in the marketing mix were highlighted by the British association BPMA in its 2021 Insight Report: brand building and trust, competitive advantage, recommendation and individuality. bpma.co.uk

# 85 per cent

of small family-run businesses and start-ups in the American promotional products industry have developed greater social consciousness than a few years ago according to the Advertising Speciality Institute® (ASI). asicentral.com

# 300

billion Dollars and more will be invested in social media advertising globally by the year 2024 according to AugustaFreePress.com. This corresponds to an increase of 33 per cent in two years.

# 1 of 2

respondents (58 %) to a survey carried out by Seedtag, a provider of contextual advertising, in cooperation with YouGov said they preferred free advertising-financed digital offerings. Three thousand people in six European countries were interviewed. Seedtag.com



THE FLORISTRY

# Collection

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COOL BASIC PRODUCTS IN A WIDE COLOURFUL VARIETY WITH UP TO 21 COLOURS  
FUNCTIONAL HIGH-QUALITY WORKWEAR | PERFECT FOR BRANDING & EMBROIDERY



After a two-year break, the PSI trade show, the flagship of the European promotional products industry, is heading full steam ahead towards its target of 400 exhibitors. On board are renowned national and international players eager to use this event as a presentation and networking platform.

**The list of exhibitors is growing steadily**

# Full speed ahead



**T**he January date of the traditional trade event PSI should be marked in every diary. Because the PSI has always been more than just a trade fair: it places the promotional products industry centre stage as a serious economic factor with a consistent focus on sustainability. And its products, including many that carry well-known labels, beat other forms of promotion hands down, thanks to their reach, longevity and emotional impact. The great diversity and creativity of this range have been on display for over six decades at the PSI, which has once again impressively asserted its status as Europe's leading

trade fair after this two-year break. This is evidenced by the numerous statements from exhibitors who are counting on the PSI 2023 as a presentation and networking platform and will be present in Düsseldorf from 10 to 12 January. Some of them are quoted on these pages.

## Bookings get off to a very good start

Planning is in full swing and the list of exhibitors continues to grow steadily. By the editorial deadline in mid-October, over 65 percent of the space in Halls 9 and 10 were firmly booked. This corresponds to 320 exhibitors from