

► **PSI**

2/2021



# SUPPLIER FINDER

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



# TOP CERTIFIED

EUROPEAN SUPPLIERS

Exhibition Centre Düsseldorf

11-13

JAN

22

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Who and How.  
My PSI. Live.



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[psi-messe.com](http://psi-messe.com)

The leading European trade show for  
the promotional products industry

PSI

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In the business of  
building businesses



# Joy of Meeting Again

**I**f we take a moment over the next few days and gaze around, we could think everything is the same as it always has been. And yet our thoughts about everything that was, that is, and that will be never leaves our minds completely.

We have kept distance from one another, stared at our screens, spoke into head phones and kept in contact through digital media. We have learned how to look more closely into people's eyes due to the masks and have been astonished by how much we can discover about each other. What is more, keeping up-to-date with pandemic statistics also has become as natural as reading the weather forecast. This is what it feels like when exceptional circumstances become the norm. Well, almost "the norm".

But all this has cast a strange spell over our rare meet-ups with friends, our few excursions or visits to a café or restaurant. We have become conscious of how precious our time with each other is – also in our careers. Whether at in-house tradeshow, small events or large events, people are meeting each other again with genuine joy and sincerity. This is what I am being told by colleagues from different industries around the world.

This is exactly why my colleagues and I are really looking forward to PSI in January, which will be the first and most important in-person tradeshow in our industry in Europe next year. Many reputable exhibitors have already registered for the event. The positive feedback and numerous enquiries we have received from everywhere in Europe clearly show me how hopeful everyone from our industry is to see each other again. Online ticket sales for visitors will begin in October. We have adapted to the times and are making arrangements to handle the pandemic's challenges. However, we have also learned to appreciate all our opportunities again, especially those that only a face-to-face meeting can offer. I am certain the next PSI will be a very special PSI, which will be fondly remembered for long to come.

I really look forward to seeing you again.



Yours Sincerely,

Petra Lassahn  
Director PSI

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## REMARK TO THE GDPR

The distributor/supplier is obliged to take greatest care when handling personal data related to PSI obtained by that distributor/supplier as part of the business relationship, and to comply with the statutory provisions of the GDPR, in particular.





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### HINWEIS ZUR DATENSCHUTZ- GRUNDVERORDNUNG DSGVO

Der Distributor/Supplier ist verpflichtet, bei dem Umgang mit personenbezogenen Daten, die der Distributor/Supplier anlässlich der Geschäftsbeziehung betreffend das PSI erlangt, höchste Sorgfalt walten zu lassen und die gesetzlichen Regelungen insbesondere der DSGVO einzuhalten.



# SUSTAINABILITY AS A COMMON THREAD

Sustainability is evolving into a societal movement. A new type of consumption is becoming evident: the intelligent-sustainable handling of resources. An important role in this context is played by (technological) innovations. Green tech helps to conquer the challenges of the present and future. (zukunftsinstitut.de, Dossier Megatrend Neo-Ökologie). For example, it helps to capture emissions and transform them into something useful, to bind CO2 instead of releasing it into the atmosphere and thus make it useable as a resource. CO2 can already be recycled today, for instance by spinning it into a processable synthetic fibre. The outcome: a transparent, elastic yarn comprising 20 per cent CO2 (zdf.de, "Plan B: Socken aus CO2", a documentary on production of socks using CO2). But there are also other examples which show how sustainability can serve as a common thread in the manufacturing of everyday products.

## From a bottle to a lanyard

RPET Ecological made from recycled plastic bottles  
Lanyard.pro Allersgrupa  
[www.lanyard.pro](http://www.lanyard.pro)  
PSI 49171



## Feel-good treat with detoxifying effect

Detox promotional and wellness tea that is produced ecologically with organic ingredients: CO2 and plastic neutral brewer, made using 100 per cent renewable energy and without aluminium  
Römer Drinks by Römer Wein und Sekt GmbH  
[www.roemer-drinks.de](http://www.roemer-drinks.de)  
PSI 50967



## Increased wearing comfort, reduced emissions

Customised rPET socks made of recycled polyester yarn  
Bosscher International B.V.  
[www.bosscher-international.com](http://www.bosscher-international.com)  
PSI 44755



## For a waste-free world

Ocean Socks rPET (94 per cent recycled PET, 6 per cent recycled Spandex. One pair of these socks prevents approx. 30 plastic bottles from landing in the oceans. The underlying idea stems from Plastic Bank, a social enterprise which seeks to stop the further pollution of the oceans with plastic waste and, at the same time, improve the lives of people who collect this waste and exchange it for financial support.)

INTERALL GROUP B.V.  
[www.interallgroup.com](http://www.interallgroup.com)  
PSI 41727





# Produktsicherheit, Regulatory Affairs und Umweltrecht

11.-12. Mai 2022  
Taschenbergpalais Dresden

Produktsicherheit. Regulatory Affairs. Umweltrecht. Drei Kernthemen der Product Compliance bilden auch die Inhalte des 2. Product Compliance Dialogs (#pcd22).

Für den 11.-12. Mai 2022 laden wir Sie ein, gemeinsam mit uns in Dresden oder remote brandaktuelle Themen wie das Elektro- und Elektronikgeräte-, das Lieferkettengesetz, das Barrierefreiheitsgesetz, die EUTR, REACH und Konfliktmineralien zu diskutieren.

Auch in diesem Jahr wieder dabei: Vertreterinnen und Vertreter aus der Wirtschaft, der Konsumgüterindustrie, den Marktaufsichtsbehörden und den Prüfstellen.

Sichern Sie sich Ihr Ticket bereits ab 119 € im Early-Bird-Tarif.

Weitere Informationen unter:

[Productcompliancedialog.de](https://productcompliancedialog.de)

Veranstalter

Location



**Natural comfort through and through**  
**Stone pine pillows**  
 ASB Herbalind gGmbH  
[www.herbalind.com](http://www.herbalind.com)  
 PSI 46706

Health is relevant to us all and has thus come to permeate all aspects of our daily lives as a megatrend. It is viewed more holistically and once again increasingly as something that not only relates to the individual person. Health trends are therefore also socio-cultural trends which evolve from within society and are ultimately expressed in the consumer culture and in product worlds. This means: awareness of these developments can also deliver important information on potential in other industries – far beyond the health industry. (zukunfts-institut.de, Dossier Megatrend Gesundheit). The potential that lies in the promotional product industry is shown by our and other examples in the PSI Product Finder.

WE'RE ALL IN THIS TOGETHER.

**More peace and tranquillity**

**Selfcare Journal**  
 Edition Michael Fischer GmbH  
 – EMF Verlag  
[www.emf-verlag.de](http://www.emf-verlag.de)  
 PSI 49982



**Conscious alternative**

**Apple rings from meadow orchards**  
 B&B Promotional Sweets  
[www.promotionalsweets.pl](http://www.promotionalsweets.pl)  
 PSI 47460



**Medical and ecological**

**First aid bag made of 85 per cent recycled felt**  
 Medical Promotion by Gramm  
 medical healthcare GmbH  
[www.medical-promotion.de](http://www.medical-promotion.de)  
 PSI 47105



# NEUE ZIELGRUPPEN IM BLICK



## BLICKEN SIE MIT UNSEREN ZEITSCHRIFTEN ÜBER DEN BRANCHENRAND

Bei Fragen stehen wir gerne zur Verfügung:

Werner Stark (Chefredaktion)  
0611-36098-19  
werner.stark@pbs-business.de

Torsten Wessel (Anzeigenleitung)  
0611-36098-70  
torsten.wessel@pbs-business.de

# 81

percent

of participating market directors in a

new survey by Kantar have a priority desire to be able to control their media expenditure more effectively. [horizont.net](https://horizont.net)

# win 2

participants in the regular "Corona-Konsumbarometer" conducted by the magazine *absatzwirtschaft* (53 percent) continues to place the balance between economic and health aspects at the forefront of managing the crisis. [absatzwirtschaft.de](https://absatzwirtschaft.de)

# 44.86 billion

**Euro** in sales were generated with commercial promotion in Germany in 2020. This makes the promotional industry the second-biggest sales market among sub-markets in the culture and creative business. [zaw.de](https://zaw.de)

# 74 percent

of international promotional experts are convinced that the increase in promotional ecosystems and networks will cause the digital out-of-home area to grow strongly. That was the finding of a survey by Alfi, an AI enterprise SaaS promotional platform. 65 percent of the experts anticipate growth of between 50 and 55 billion US dollars by 2026.

# 2.65 billion

**Euro** was invested in promotion by companies in Germany in July. According to Nielsen, the whopping plus of 15.1 percent compared with July of the previous year is also having a positive impact on the annual balance sheet. Nielsen posts a plus of 4.7 percent for the year as a whole. [horizont.net](https://horizont.net)

# 657 billion

**US dollars** are being spent globally on promotion in 2021, according an estimate in the market analysis by MAGNA. That reportedly corresponds to a rise of 14 percent. The market as a whole is subsequently expected to grow by a further 7 percent in 2022. [magnaglobal.com](https://magnaglobal.com)

# Every second

small and medium-sized enterprise (SME) in Switzerland possesses a digital strategy. However, almost one in two of these SMEs (44 percent) is also obliged to partly or completely adjust its market/marketing positioning. That was the finding of the "Strategy Development in the Digital Age" survey by FHNW, Strategylab and other partners. [fhnw.ch](https://fhnw.ch), [strategylab.net](https://strategylab.net)



# IN THE BUSINESS OF BUILDING BUSINESSES



In the business of  
building businesses

[rxglobal.com](http://rxglobal.com)

The German corporate social responsibility seal Grüner Knopf (Green Button) was introduced by the Federal Ministry for Economic Cooperation and Development (BMZ) in 2019. Stefan Roller-Aßfalg explains the latest developments concerning the state-sponsored textile seal and its significance for the promotional products industry.

## The Green Button

# Scoring points with **certified textiles**



The PSI exhibitor Gorfactory with its brand Roly is counting on Grüner Knopf.