

PSI

1/2022



# SUPPLIER FINDER

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



# TOP CERTIFIED

EUROPEAN SUPPLIERS

NEW DATE!

10-12

JAN

23

The Industry's  
Who and How.  
**My PSI.** Live.

Exhibition Centre Düsseldorf



**Together  
only.**

One industry, one show, one date.  
See you: **10-12 JAN 23**

The leading European trade show for  
the promotional products industry



In the business of  
building businesses

# The time is coming



Have you noticed it, too? Things are moving in the world again – privately and professionally as well as in society and in the economy. What can we do right now and what do we have to think about today so that the future goes smoothly? It looks like we are slowly finding answers to these questions. We are beginning to understand that we can only overcome crises successfully if we keep our eyes on the period that comes afterwards. For Reed Exhibitions, the FIBO in Cologne was a strong start to the trade show year 2022. The trade shows being held in Dusseldorf are also a clear sign of just how important it is to see and speak with each other in person again, to do business with each other and broadened our horizons again.

Would we have liked to have experienced this at the PSI as well? Of course. Would we have been able to justify the investments and efforts that our exhibitors would have had to make given the circumstances at the time with the global and economic situation? No. Every industry is positioned differently, experiences disruptions differently, and can cope structurally with fluctuations related to geography, logistics or resources better than others. The promotional product industry is particularly affected by the current situation in terms of supply chains, the economic situation that many businesses are facing, the reluctance of international visitors to travel and in terms of the situation that our Eastern European neighbours are dealing with – just to name a few of the current challenges.

However, it is also true that everyone is on high alert and is trying to make long-term decisions based on the current status quo – and we have often had to discover in the past just how fast things can change. We can neither predict nor stop the upheavals that are currently taking place in world markets. Taking aimless action will not help, but prudence and far-sightedness will.

After all, these changes have always existed, and in the end, we have always managed to overcome them even more invigorated. Therefore, let's use the time to prepare ourselves optimally for a 2023 where PSI will be more courageous, resilient and innovative than ever before. You can count on that. While discussing the situation with many market players in the past few weeks, one of the things I have learned is that we all need PSI because it is the large international market place that a strong industry needs to stay strong and become even stronger in the future.

Kind regards,

Petra Lassahn  
Director PSI





## Empfohlene Produkte



**Regenschirm**  
Artikel Nr.: VET13-04  
Axpol Trading Sp. z o.o.



**010-011**  
Gewinnbringendes Vertriebstool / Profitable sales tool



**Burton 210d Kids Polyester-Tunnel...**  
Artikel Nr.: BUL12  
Bagtrade

**023-046**

Zertifikatsverzeichnis mit Lieferanten / List of certificates with suppliers



**024-026**

PSI Sustainable League



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## ■ GUT ZU WISSEN / GOOD TO KNOW

Gut zu wissen / Good to know ..... 004

## ■ MARKEN / BRANDS

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Alphabetisches Marken-Verzeichnis / Alphabetical list of brands ..... 047-086

## ■ BUSINESS PARTNER

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► Gewinnbringendes Vertriebstool Profitable sales tool ..... 010-011

## ■ TOP 160 LIEFERANTEN / TOP 160 SUPPLIERS

► TOP 160 Lieferanten des PSI Netzwerks / TOP 160 Suppliers of the PSI network ..... 015-022

## NACHHALTIGKEIT / SUSTAINABILITY

► PSI Sustainable League ..... 024-026

► Zertifikatsverzeichnis mit Lieferanten / List of certificates with suppliers ..... 023-046

## 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.

# 33

per cent

of global sales is estimated to be accounted for by e-commerce in 2022 – a new record. This was calculated by Edge by Ascential. [horizont.net](https://horizont.net)

# 3.6%

global economic growth is forecast by the International Monetary Fund this year, which represents a lowering of growth expectations. [tagesschau.de](https://tagesschau.de)

# 198%

more products that contained the search term “Wohlfühl” (well-being) were sold since the beginning of the pandemic compared to 2019. This is the outcome of a new study by Ebay Ads. [horizont.net](https://horizont.net)

# 7.5%

is the current inflation rate in the Eurozone. To keep up consumption despite this, wages would also need to rise, according to Marcel Fratzscher, President of the German Institute for Economic Research (DIW). Otherwise, unemployment and weak growth could be the consequences. [tagesschau.de](https://tagesschau.de)

# Two out of three

respondents of a Utopia survey (62 per cent) indicated that they consciously refrain from choosing products that do not appear to be ecologically or ethically sound when shopping. [horizont.net](https://horizont.net)

# 9.2 per cent

growth in advertising expenditure is expected worldwide in 2022, according to an analysis by Dentsu experts. This is attributable largely to the Winter Olympics, the Paralympics in Beijing, the FIFA World Cup in Qatar and spending for the midterm elections in the USA. [adzine.de](https://adzine.de)

# five

impulses on the subject of circular economy have been put together by the magazine *absatzwirtschaft*: a potpourri of current studies on activities by brands in the field of circular economy right through to important policy frameworks. [absatzwirtschaft.de](https://absatzwirtschaft.de)



**Safety with a fingertip**

**MagLock “easy” padlock, with fingerprint scanner (records up to ten fingerprints, battery life: max. 9,000 unlocks, laser engraving finish, USB cable included)**

**Kreutz GmbH**

**[www.kreutz-online.de](http://www.kreutz-online.de)**

**PSI 46591**



**Timeless fashion  
yet always new: COLOURS**

The experts from the **Pantone Color Institute** have once again tracked down the **colour trends** of the influential and style-defining fashion weeks. The **top 10** are: **Molten Lava, Dragon Fire, Meadow Violet, Abundant Green, Spicy Mustard, Lichen Blue, Strawberry Cream, Waterspout, Chicory Coffee and Cardamom Seed.**

According to experts, they can be combined with the versatile classics **Tapioca, Iced Coffee, Peach Caramel, Blueberry** and **Quiet Shade.** (designerinaction.de, “Trendfarben 2022 und 2023”) Be that as it may: **(colour) beauty is in the eye of the beholder.**

# STYLE

by FARE®

## Quite practical

The new FARE®-Tube is perfect for waterproof transport of the wet umbrella. And for striking brandings. #FAREstyle



Art. 5792

» For more STYLES visit

[www.fare.de/feed/en](http://www.fare.de/feed/en)





**Indulgently soft towel for all occasions**

“CreaTowel” sublimation two-ply towel

ANDA Present Ltd.

[www.andapresent.com](http://www.andapresent.com)

PSI 45753



**In calmness lies strength**

“YOGA” key fob

TROIKA Germany GmbH

[www.troika.de/business](http://www.troika.de/business)

PSI 46311



**Colourful cuddly cushions**

Cushion range, designed by  
artist Bine Brändle

Sandini GmbH

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

PSI 49768

Physicist **Edwin Land** invented the **instant camera 75 years** ago. It revolutionised how people take **photographs** and triggers enormous **fascination around the world** to this day. This is also evident in the **sales figures of recent years**, which are still situated at around **half a million** devices sold annually. In this **digital age**, this method of photographing is **slackening pace**, say even professional **photographers**, who attest something very **haptic** to the pictures. (tagesschau.de, “Der Spaß entwickelt sich sofort”)





## LIVE EVENT

Conception – Planning – Visualization – Implementation

Exhibitions

Congresses

Events

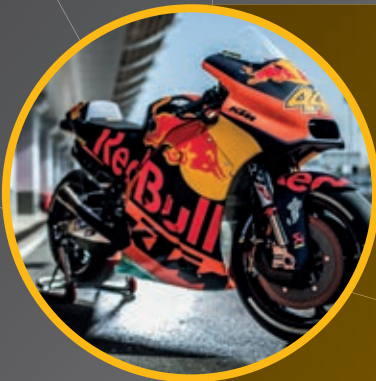
## DIGITAL STAGE

Real meets Digital

360° Room Tour

3D Showrooms

Digital Exhibition Stands & Events



## BRANDING

Advertising Technology

Buildings & Vehicles

Signage

POS

STANDout, headquartered in Salzburg but also based in Vienna, supports as technical full service provider for exhibitions, congresses and events around 8,000 customers at more than 500 events per year. A one-stop service – from consulting, concept creation, design, planning and manufacturing up to the turnkey installation on site.

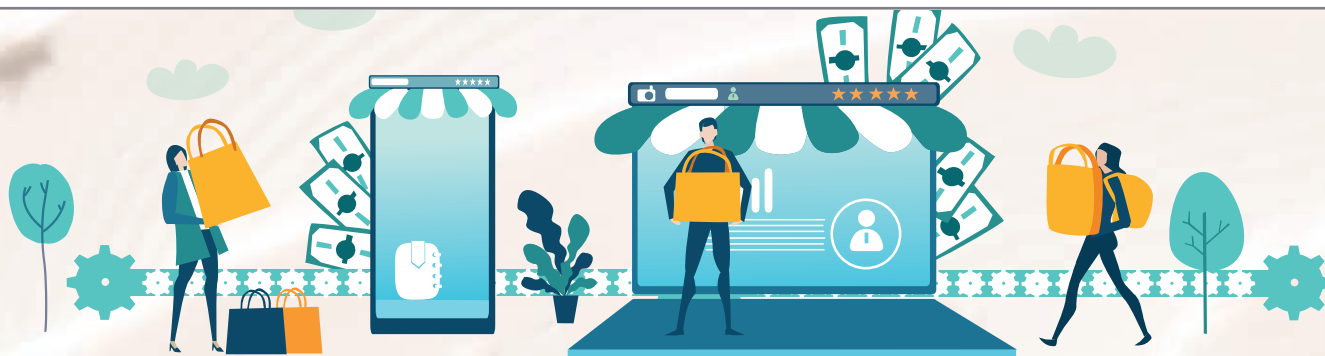
[standout.eu](http://standout.eu)

Member of



In the business of  
building businesses

the  
future  
of  
retail  
is  
clearly  
phygital



**“The future of retail is clearly phygital.”** That is a finding of the **2022 consumer trends** compiled by market research institute GfK. But what is behind this **trend**? In the age of **smartphones, apps and the like**, consumers expect **distribution channels** to complement one another, in order to offer **cross-channel purchasing experiences** – including where **online world and offline world** come together in stationary trade. **Phygital strategies** go one step further, “since they bring together a **seamless purchasing experience** and the hyper-personalisation of one’s own range,” writes the e-commerce magazine, evoking the **“next evolutionary stage”** of customer approach. The boundary between the physical and digital dimensions of trading is allegedly being abolished, since **digital applications** interact with the **physical world**. (e-commerce-magazin.de, “Phygital Shopping: Wie Händler es schaffen, eine nahtlose Einkaufserfahrung zu bieten”) This is the **successful interplay** between supposed opposites: **phygital – therefore physical and digital, mechanical and electronic**. Including in the haptic world of promotion.



#### A great decision for body and mind

Fitbit Charge 5 (fitness and health tracker with ECG function, EDA scan app for stress management and other functions)  
SPM Schäfer Promotion Marketing GmbH  
[www.spm-marketing.de](http://www.spm-marketing.de)  
PSI 46903

#### Retro meets state of the art

Retro telephone receiver (fits onto a 3.5mm headphone plug for standard telephones/smartphones and is compatible with most 3.5mm pad and computer socket devices)  
Forty Four Promotions Co. Ltd  
[www.44promotions.co.uk](http://www.44promotions.co.uk)  
PSI 60422



#### Promotes haptically as well as digitally

QR-Code Pen (pre-programmed QR Code imprint on the clip for a quick and contactless transfer of additional information like business cards, social media channels, events, direct access to the corresponding Wi-Fi network)  
SENATOR GmbH  
[www.senator.com](http://www.senator.com)  
PSI 41838



# 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

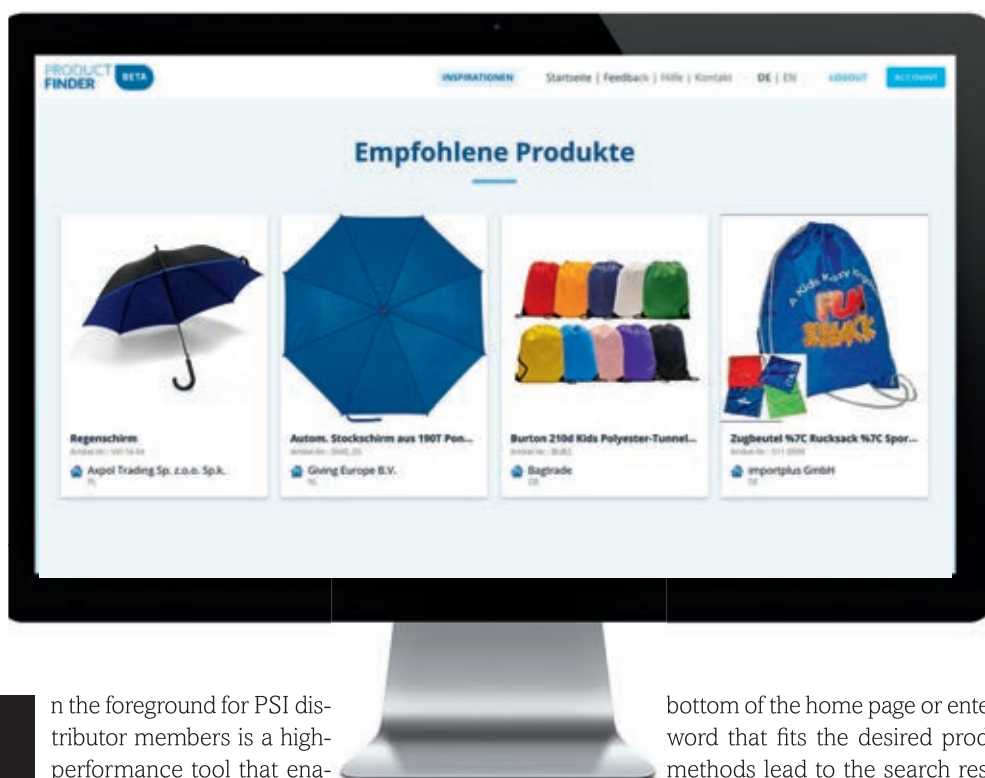
Torsten Wessel (Anzeigenleitung)  
0611-36098-70  
torsten.wessel@pbs-business.de



Promotional products distributors have more to offer than merely procuring promotional products. They are contact partners and consultants – and they live off innovative products. A targeted connection to suitable suppliers can lead to more sales. This is where the PSI Product Finder comes into play: an intelligent search engine that brings together providers and searchers.

**How distributors and consultants profit by the PSI Product Finder**

# Profitable sales tool



**I**n the foreground for PSI distributor members is a high-performance tool that enables them to tune their search to their entirely specific needs.

All listed products are subject to a strict data quality standard and provide extensive additional information, such as finishing, manufacturers' non-binding price recommendations, price scales and much more.

## Seek correctly and ye shall find

Searching in the PSI Product Finder is a breeze. For example, either select and click on a product category at the

bottom of the home page or enter a search word that fits the desired product. Both methods lead to the search results page. There, the found products can be viewed or the results further specified. Simplified filter navigation enables a search for preset attributes, such as colour, material, size, suppliers or certificates. Moreover, distributors and advisors can call up product details or directly send a request for an offer to the relevant supplier. They are equally able to complete this task from the product detail page, where the supplier's contact details are also displayed. Last but not least, the found products can be saved in a product list.