

PSI EUROPE

PSI Journal

International Magazine
For Promotional
Products

March 2023

Volume 62

In the
mood
for
**Sweet
Promotion**



Create
your own
trend
in shape, colour
& taste!



www.ksw24.com

Your Brand Ambassador



BIC® 4 COLOURS

The iconic BIC® 4 Colours, now even more iconic.

Upgrading the icon

We all know it: BIC® 4 Colours is simple, inventive and reliable. We all recognise it: we have 4 different ink colours in one. And we all love it: it has a long writing length and it's refillable. Besides, it's made in Europe and manufactured and printed in BIC factories for a low impact carbon footprint.

So, how to upgrade a classic? By using a range of branding options to customise the product with your brand's graphics. Or setting new trends with finishes like wood-style or even with new soft textures.

Start your collection!

4 COLOURS



SOFT



WOOD STYLE



FASHION



SHINE



GLACÉ



FINE



FLUO



3+1



SUN



Print 360°



Made in Europe



Manufactured and printed in BIC factories



Low impact carbon footprint

Think BIC
www.bicgraphic.com

PSI

EUROPE

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Product Guide

Protection, hygiene,
safety at work

Bags and luggage, leather
goods

Industry

Companies, events,
markets



GWW

General meeting

Spring TREND 2023

Great haptical variety

PSI 2023

Trends, Brands, News

Your Brand Ambassador



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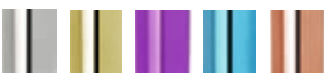
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Editorial

Taboo word: promotional gift

Articles promotionels, articoli promozionali, artículos de promoción, promocijski artikli, artykuły promocyjne, reklamartiklar, promotional items – just a quick journey through the common terms for promotional products in Europe. Yes, even though “promotion” is usually a key part of the terms, promotional products do not enjoy the same status everywhere as other advertising instruments in the promotional mix. They are highly effective, but often misjudged. The situation is likely to be similar to Germany almost everywhere else (according to the industry report of the German Promotional Products Association GWW): promotional products come in third place in the ranking after online and television advertising. Daily newspapers, outdoor advertising and newspapers only join the ranks of forms of advertising later.

Nevertheless, promotional products have a particular problem in Germany. If we look at the international terms for our advertising tool above, “article” and “promotion” are the most frequent word combination. Only in Germany are they called promotional gifts from a fiscal and legal perspective, because their recipient does not have to pay anything for them: hence, they are a gift. For this reason, they are only considered a business expense to a limited extent. Furthermore, it might be the case that the recipient also has to pay taxes for the obtained personal “gain”. This may sound more than complicated and strange to our European friends, partners and colleagues. And it is!

Since I have known the industry and have been and still am active in it as a journalist and in association work, it has been fighting against this discrimination as a gift industry – sometimes more, sometimes less successfully because it nevertheless has been for many years and still is very successful. Now – against the background of inflation and massively increased energy costs – it must and will again massively pull itself together to fight against existing value and record-keeping limits. As always in life, we should first start with ourselves in such phases. To do so, the word “promotional gift” must disappear from everything we are responsible for – our own advertisements, homepages and speeches and presentations. If we look around, there is still a lot to do. Yet how are we going to ask the government to define and recognise us as an effective form of advertising, if we market ourselves as gift-givers? Once we have solved this problem in Germany, our network in Europe, and associational partners of GWW and PSI will be able to fight on our side for more recognition at the European level.

On this note, I wish us all a great deal of luck

Manfred Schlösser | Editor-in-Chief PSI Journal

Your opinion: schloesser@edit-line.de

That's mini.

Prodir is a brand of Pagani Pens SA.



New DS6 S

The body of the new DS6 S Mini is up to 24.4 mm shorter than comparable models. It's made from 100% recycled ABS produced with 40% less CO2 emissions compared to standard ABS.

Less material, less CO2, full performance.

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Your Braud Ambassador

Introducing the
BIC® Super Clip
range of products.

NEW!

BIC® SUPER CLIP

**We call it "Super"
and we are not
exaggerating.**

Maybe you wonder why we call it "Super". Or maybe you already know it. But just in case, let us explain: first of all because of its modern style; also because of its big printing area on the clip; and it's made in Europe with 100% renewable energy and all manufactured and printed in BIC factories for a low impact carbon footprint. Isn't it Super?



GLACÉ



SOFT



ADVANCE



Gold

Pink

Silver

Think BIC



Low impact
carbon footprint



Renewable
Energy



NEW!

BIC® SUPER CLIP ORIGIN

Imagine the BIC® Super Clip, but even more Super.

Imagine. Ready? Great: imagine the famous BIC® Super Clip made from natural raw materials like wood flour, castor oil and talc powder*. Just imagine, a BIC® Super Clip that contributes to a more sustainable future. Now stop imagining it: you have it here.

ORIGIN BIO BASED



Castor oil



Wood flour



Talc Powder

ecolutions

*Barrel and Clip 100% bio-based.



Made in Europe



Manufactured and printed in BIC factories

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Perfect for

shopping!

Bruno is here - an extraordinary and at the same time functional bag. The robust recycled combination of 70% recycled cotton and 30% rPET makes it very comfortable to carry and the bottom and side gussets guarantee maximum volume. **Bruno** is the ideal bag for daily use, during sports or even for the next trip.

With dimensions of 49 × 35 × 23 cm reaches **Bruno** reaches the size of the somewhat firmer supermarket bags that everyone knows. The optimal size for the daily shopping or even to go to university with it. **Bruno** has both long and short handles, making it ideal for carrying by hand or casually over the shoulder.

The grammage of 230 g/m² ensures maximum stability, while the bottom and side gussets help **Bruno** to save space when stowed. The practical supermarket bag is available in the color natural. Any logo, slogan and other advertising slogan therefore come after a screen or transfer printing perfectly.

www.misterbags.de

Bruno

N° 2369

long handle
& short handle



70% waste cotton &
30% rPET

Grammage of
230 g/m²



OEKO-TEX®
CONFIDENCE IN TEXTILES
STANDARD 100
14.HIN.48167 HOHENSTEIN HTTI
Tested for harmful substances.
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Trends & Brands all in one

6

A colourful market place with fresh ideas and effective advertising products from all segments. That goes in a similar manner for both: our category "Trends & Brands" as well as the PSI Trade Show that has once again heralded the promotional products year as a trendsetter. Thus, the PSI means "Trends & Brands" in one event.

The industry wants and needs PSI

14

Evidence of how much the industry had missed PSI as an international platform and provider of ideas could be heard and even felt all around during the three trade show days from 10 to 12 January. The sensational comeback of Europe's leading trade show in the promotional products industry marked its powerful departure into a new phase.



Well protected and originally packed

30

The pandemic in particular has taught us the importance of protection and hygiene. Safety is decisive. Not least in the world of work and while travelling. Besides effective promotional products



we introduce ideal carriers of promotionally effective messages that captivate through creativity, colourful panache, and contemporary design.

A breath of fresh air and new ideas

46

Just one month after the successful re-launch of the PSI, the Gesamtverband der Werbeartikel-Wirtschaft e.V. (General Association of the Promotional Products Sector, GWV) held its spring TREND on 8 and 9 February. The day before, the GWV held its general meeting.



TRENDS & BRANDS ALL IN ONE

In keeping with tradition, the PSI has heralded the promotional products year and impressively shown how creative and innovative the industry is. Fresh ideas always make the leading European Trade Show for the promotional products industry a trendsetter. Thus, the PSI means trends & brands in one event. It is an original that has shaped an industry for over six decades – and is continuously setting trends.

Market place of possibilities

A feast for the senses with a diverse offer of trendy, effective advertising products from all segments. A colourful market place of countless possibilities. The repertoire at the PSI 2023 spanned the whole range from cheeky-cheerful-colourful to classic and sustainable to stylish in a wide variety of materials. A firework of trends and innovations.

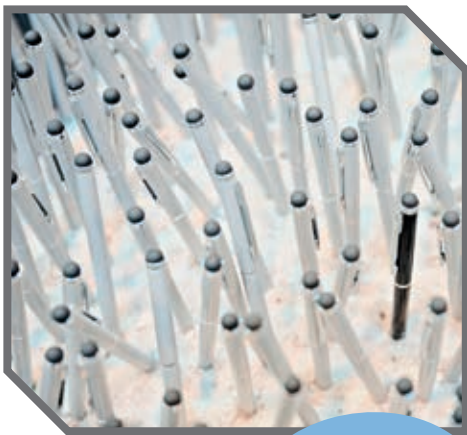




He who writes, will remain

Writing utensils and notebooks are among the absolute golden oldies and thus some of the most popular promotional products – and they were showcased in all their diversity at this year’s PSI. Ballpoint pens, fountain pens, coloured pencils or regular pencils, classic or with a digital gimmick, to name just a few. Notebooks for handwritten notes or appointments are also very popular and not being replaced by digital alternatives. Smart writing is also

possible without digital technology. The industry demonstrated what these favourites among promotional products are capable of at the PSI.



A feast for the eyes, spirit and soul

Mindful eating, thus consciously appreciating and enjoying meals, is a trend that has asserted itself and is becoming ever more important. Culinary delights do not just melt on our tongue – it is about the interplay of several factors, hence what we eat and what we eat it from: with the appropriate utensils, it is possible to advertise in a culinarily appealing and sophisticated manner. Once again here, the industry proved that it has good taste at the PSI.



Totally local

“Do you wish to roam farther and farther? See the good that lies so near.” This expression inspired by Johann von Wolfgang von Goethe’s poem “remembrance” puts it in a nutshell: local is trendy. Thanks to digitalisation, the world is just a mouse click away. Nevertheless – or precisely for this reason and in particular considering the experiences of the last few months and years – the view right in front of our own door is becoming more and more important. Consumption behaviour is changing. Products from the region or at least from geographically near areas are in great demand. Numerous companies from the promotional products industry have long been producing in their home countries or even at their business location. We present several examples. The PSI Product Finder offers even more ideas from the segment “Made in Germany/Made in Europe”.



Time for aesthetic pleasures

Kalender GenussZeit (Pleasure Time Calendar – made in Germany and printed climate-neutrally on paper from sustainable forestry in cooperation with NatureOffice)
Ackermann Art Publishing House
www.ackermann-kalender.de
PSI 40604

Lip balm

Lipcare Deluxe (an elegant lip care stick made in Germany based on the Cosmetic Directive and the Cosmetic GMP, in a precious metal case)
KHK GmbH
<https://lipcare.de/de>
PSI 46131



A nutritious start to the day

Porcelain breakfast bowl (made in Germany)
SND Porzellanmanufaktur GmbH
www.snd-porzellan.de
PSI 45567

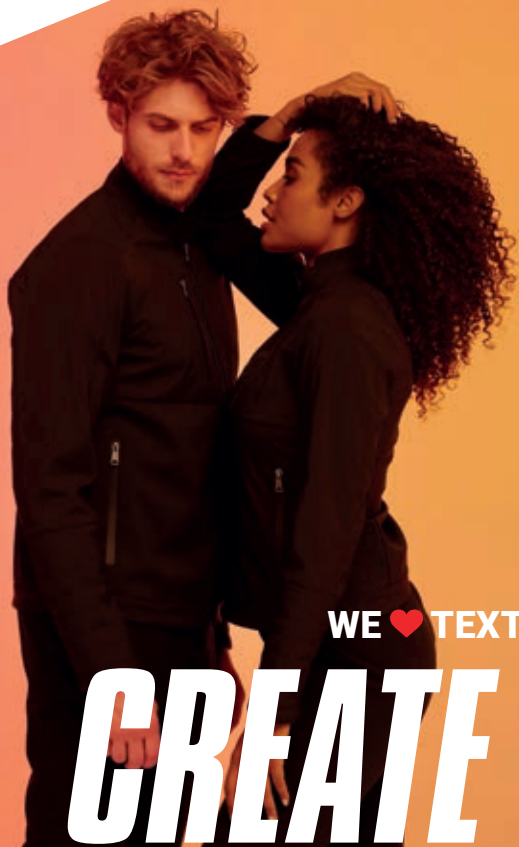


Woven individuality

Sauna towel with two-coloured jacquard weave (100 % made in Austria, also available in GOTS quality)
HERKA GmbH
www.herka-frottier.at
PSI 46235



daiber



WE ♥ TEXTILES SINCE 1912

CREATE A BRAND WITH US

BY DAIBER.DE



myrtle
beach

JAMES &
NICHOLSON

TRENDY BRANDING

When giving a promotional article a personal touch, attention-grabbing branding makes a decisive difference. The creativity platform 99designs has identified the seven largest branding trends in 2023. Whether it is “less is more” or “overstimulation“, “branding that puts the mission first” or “humour and satire”, “homage to an era“ on to “giving a human touch to the brand personality” – the trends reflect what people wish for in uncertain and difficult times according to 99designs. The most important finding of the creativity platform: “people are looking for likeable brands which address their target group in a distinctive and authentic manner”. Brands that do this well can offer an extraordinary experience.” (99designs.de, “Die 7 größten Branding-Trends 2023”).

Whichever trend you choose, the industry offers the ideal promotional product to go along with the brand, as shown by our own and additional examples in the PSI Product Finder.

Playfully advertising with a sweet side-effect

Tic Tac Toe chocolate box (two-part box with three branding options available)

B&B Promotional Sweets
www.promotionalsweets.pl
PSI 47460



Suitable for any occasion

Retractable ballpoint pen
(made from 40 percent wheat straw, the barrel and clip can be decorated)

Hepla-Kunststofftechnik GmbH & Co. KG
www.hepla.de
PSI 41583



Advertising with the right flow

Drink bottle Bulb FLOW
(manufactured locally from 100% renewable energy, cap made of local hand-turned beech wood with custom laser branding)

Bulb-Bottles-Innique AG
www.bulb-bottles.ch
PSI 47672



Exclusive merchandise

Individual, custom-made leather bracelets (branded with an embossed logo or advertising message)

HAPPY BRANDS GbR
www.happy-brands.com
PSI 48600



NEU



NEU



CD LUX

TIPP



TIPP



NEU



IHRE WERBUNG IM MITTELPUNKT.

Süße Werbemittel mit Augenleuchten-Garantie!

NEU



TIPP



NEU



TIPP



NEU



6 hours and 37 minutes are spent by consumers every day on the internet, according to the

Digital 2023 Report by creative agency We are Social and the software provider Meltwater – a fall of five percent compared with the previous year. horizont.net

38% of German companies intend to give greater consideration to the CO₂ emissions of various marketing measures during budget planning in the future. This was the finding of the latest Dmexco survey among marketing managers. horizont.net

Every other

..... of the respondents to a survey by Channel Factory and Magna (49 percent) believe that brands proactively support the content that surrounds their advertisements. horizont.net

1 in 2 respondents to a consumer survey (54 percent) indicated that sustainability, transparency and ethics influence online purchasing decisions. For 40 percent, these factors play an important role; for 14 percent, they are even the most important criteria. adzine.de

4 out of 5 of the 125 SMEs surveyed by Crossvertise are definitely intending to advertise in 2023. A slim majority (46 percent) are entering this year with identical budgets as in 2022 – that being said, 27 percent are planning to boost allocations. adzine.de

73 percent of the respondents to the e-commerce survey by adesso indicated that companies that act transparently and provably sustainability enjoy a more appealing image. Two out of three (64 percent) at the same time said that companies that act sustainably are hard to find. adesso.de

The Bluesign logo consists of the word "bluesign" in a lowercase, sans-serif font, with a registered trademark symbol (®) to its upper right. The logo is white and is centered within a white square that is positioned in the top left corner of the overall blue background.

bluesign®

Making Promotional Wear More Sustainable with Bluesign

Our approach is based on Input Stream Management, which for us is using better, less harmful chemicals for the textile supply chain. As a leading sustainability solutions provider, we work closely with chemical suppliers, manufacturers and brands to reduce impact on people and the environment.

Bluesign's new tiered services are designed to support you with your environmental targets, focusing on impact reduction. Furthermore, bluesign® ACADEMY will help you through tailor-made training, individual consultancy, carbon footprint calculation, and sustainability management and reporting.

— At Bluesign, we help you define and achieve your sustainability goals in the promotional wear industry.

FIND YOUR SERVICE NOW



bluesign.com



PSI 2023: A Unique International Trade Show Platform

The Industry Wants and Needs PSI



Evidence of how much the industry had missed PSI as an international platform and provider of ideas could be heard and even felt all around during the three trade show days from 10 to 12 January. The sensational comeback of Europe's leading trade show in the promotional products business marked its powerful departure into a new phase of cross-pollination between the tried-and-trusted and the new, and impressively demonstrated what the industry can do and what it represents.

2023



It became clear in our many trade show conversations that the industry wants and needs a PSI. For, with its internationality, its tradition as an industry platform, and the PSI network that backs it, it possesses unique characteristics which are indispensable in this day and age. Even with – or precisely because of – its smaller edition in terms of square metres, the industry's whole diversity, innovative skill and professionalism was on display. Exhibitors of all sizes and across all product groups find their home at PSI, and would never be without it.

In our trade show special we hear from companies who not only express their own views on the trade show, but also tell us what they offer to the industry, what motivates them and how they are looking to the future. And it goes without saying that we have again captured special moments and made new discoveries on your behalf.

The PSI TV Studio offered a mixture of roundtables and targeted discussions.



“The PSI, as the major event for this sector, is ideal for the high-quality presentation of our brand.”

Martina Schneider, Schneider

We are perfectly positioned, our booth is very well attended and there is a very optimistic atmosphere – we’re really euphoric! This is what makes trade shows fun. As a large, recognized event for this sector, the PSI provides the ideal setting for the high-quality presentation of our brand. Especially for brand names, larger platforms make far more sense than many small trade shows. That’s why we also see many important national and international brands with generous stands here at the PSI. It’s important that we all pull together.



We are consistently pursuing our path toward sustainability and flexibility, which we are also demonstrating here at the trade show. This includes, among other things, our further developed modular system and the new collaborative robot, which will be used in the future during production to support lifting, screwing and customising. Here, our mechanics engineer shows how the robot arm works – the action is a real eye-catcher.

The last few years have shown us that we are on the right track with our strategy “brands need branded writing instruments”. In addition to the big brands, many smaller and local brands now also rely on our branded writing instruments, because they convey values such as continuity and trust.



PSI TV Studio

Multimedia trade show

This time the “new” PSI trade show was widely present on multimedia platforms such as Facebook, LinkedIn, YouTube and Twitter. There was also always something going on at the PSI TV Studio, which was specially set up for exhibitors to produce and develop their own media presentations for a hybrid trade show experience. Cyber Group CEO Steven Baumgärtner, who is also the Chairman of the German Promotional Product Association, was almost continuously engaged in talks with manufacturers and suppliers with regard to quality, benefits, new products and trends in haptic advertising. There were also roundtables with industry professionals. The PSI TV Studio was sponsored by bluedesign technologies ag.

2023



Useful knowledge on making and refining ecologically sustainable promotional clothing was shared at the PSI Textile Campus.



PSI Textile Campus

The subtleties of textile brandings

Promotional clothing was also back where it belongs at the PSI 2023: as a fundamental part of Europe's leading trade show for promotional products. This could be experienced in concentrated form at the PSI Textile Campus in Hall 10. Specialists from different fields gathered here to share the subtleties and details of textile branding with the exhibitors. As with numerous other exhibitors, the focus was on ecological sustainability here. For example, visitors were able to experience (nearly) everything with regard to sustainable textile production, fair and ecological supply chains, eco-design and the different seals, standards and certifications, while also trying their hand at textile refinement by means of screen printing.

“A leading trade show with a corresponding flair.”

Silke Eckstein, SND Porzellanmanufaktur

The mood at the show was positive on the part of dealers as well as producers: all sides confirmed that this was a leading show with a corresponding flair.

Our JCK trade show appearance and placement were also praised. It felt like our stand was always full, there was hardly any idle time, even the 3rd day was better than before 2020. Some of the distributors came with concrete projects/questions. There was no one “whining”. Everyone did good business and is positive about 2023. Often they also brought an amazingly large “team” with them – this confirms the importance of the show. We also registered more international visitors than expected. There were many new contacts, including foreign ones, who were definitely looking for German or European producers. We can absolutely underline the trend ‘away from FO’ for our product. We have heard time and again: if the PSI is now able to establish itself again, two shows within 4 weeks in the same region and for the same target group do not make sense. Coordination between the association and Reed is urgently needed here. The outlook for 2023 is good from our point of view, further price increases are in sight, but procurement problems are decreasing, the sales markets seem to be stabilising and exports are expected to increase again.





Goal wall shooting for a good cause in the PSI Fan Corner. A well-rounded event, which was all about football and refining merchandise articles.

PSI Fan Corner

A well-rounded event

After the football world championship is before the football world championship. And of course sporting events of these dimensions are also an important theme for the promotional products industry. A special sector in Hall 10 was therefore dedicated to the women's football world championship in New Zealand and Australia this summer: the PSI Fan Corner focused on theme-re-

lated merchandising based on different refinement techniques such as engraving, printing or embroidery, which were presented here by specialists in these areas. They were placed around an area where visitors could compete in goal wall shooting with two female professional football players for the benefit of the Gerald Asamoah Foundation for Children with Heart Conditions. Thus, haptic advertising and charity successfully were combined with one another.

“Exhibiting at the PSI again was a good decision.”

Sönke and Michael Hinrichs, Inspirion

We are very positively surprised by the PSI and are pleased to have made so many good international contacts. Our stand is very busy and we are registering a lot of interest in our products. Only the luggage segment hasn't fully recovered yet. It was a good decision to exhibit at the PSI again, albeit with a smaller stand. What we are generally noticing: due to the price development and the higher interest rate level, our suppliers are more cautious with investments, for example in new tools, and therefore offer fewer innovations than usual. Of course, this is also noticeable for us. In addition, supply chains are still very susceptible to disruptions, but we can counter these problems very effectively through our large warehouse capacities. Thanks to the new headquarters we built in Sottrum in 2021, we have become even more efficient, with state-of-the-art building and warehouse technology. Together with our own logistics company, we offer the customer full service: from purchasing to warehousing, handling and parcel shipping.



“The right decision.”

Armin Halfar, Halfar System

We did wonder whether the investment of participating in the PSI was worth it – but only until the first day of the show at about a quarter to ten. From then on, we quickly realised that it was the right decision.



We had high visitor frequency at the stand and were kept constantly busy. The high proportion of export customers was also great and important for us, confirming the PSI's reputation as a leading European trade show. Our expectations were definitely exceeded. Now we have to take up the momentum of this PSI with a view to 2024, in order to motivate those who are still 'undecided' to come again too, so that the trade show will grow further and be shown to have the relevance it deserves. We were, however, negatively impressed by the 'freeloaders', some of whom apparently tried to make contacts or initiate business in the aisles with their sales representatives as 'visitors'.

2023



An ecological frenzy

Future-oriented lifestyles

The fact that the industry is well aware of its social responsibility is reflected in the still increasing trend towards ecological sustainability with regard to products as well as their production. The touring exhibition ökoRausch Wissenwelt (Ecological Frenzy – World of Knowledge), which was on display at the PSI and dealt with future-oriented lifestyles and social models, did justice to the industry's efforts to be part of the broader societal context. The participative educational exhibition ties into the topic of ecological sustainable design, while making the ecological and social context tangible: why is it necessary to develop a new resource-saving way of dealing with materials? Why are we committed to gender equality? What instruments can be used to turn social visions into reality? Positive proposed solutions can open our minds for alternative life, consumption, production, economic and political concepts, which can enable a good ecologically and socially responsible life for everyone. The exhibition is a project of the association "Stadt Land Welt e.V.", sponsored by the Stiftung Umwelt und Entwicklung (Foundation for the Environment and Development) of North Rhine-Westphalia.

"This PSI is a prime example of a leading trade show."

Marcus Sperber, Elasto

The promotional product industry thrives on personal dialogue and constant exchange with the community. That's why we are all the more pleased to finally be represented at the PSI again this year! Even as a smaller edition in terms of space, this year's PSI is a prime example of a leading trade show and demonstrates how important it is for the industry to bundle its resources and focus on its essential goals and challenges. It would therefore be desirable for the PSI to grow back to its former size. We are currently experiencing a promising awakening here. We really have a lot of activity here at the stand, which we would not have expected. Slowed down by the deprivation of corona-related restrictions, the togetherness is now really picking up again in the course of the trade show. As a future-oriented company, we provide information at the elasto stand about consistent measures for sustainability and environmental management. The many positive responses on site clearly show how important these central topics are for our sector.





Members' faces

Please be friendly

On the side of Hall 9, a team of photographers were busy taking photos of members' faces for a PSI image brochure, which was to be designed as a collage. Considering the successful course of events during the relaunch of the PSI trade show it was not hard to find enough happy and satisfied faces for this campaign.

"It is sensational that the PSI has gained so much momentum."

Dirk Müller, Leonardo

These two days were great, we are very, very satisfied. As a successful specialist brand, we have gradually gained a foothold in the area of B2B promotion, but we are still relatively new to the sector. That's one of the reasons why we're especially happy about the great customer feedback. We will definitely continue to invest in the promotion sector and expand our commitment. Our eye-catcher is of course the laser engraving campaign here at the stand: after a brief wait, interested visitors can take their custom-engraved glass home with them.



"Our heart has risen."

Oliver Leykam, Staedtler Mars

Even though we arrived feeling uncertain, our mood soared on set-up day. And on the first day of the show, from 9.15 a.m. onwards, we were elated. We were simply happy to be among our customers again, to be able to welcome them. And the people at the stand were very eager to learn. The stream of visitors did not stop, the second day even surpassing the first. What made us particularly happy was that the PSI fully lived up to its reputation as the leading international trade show for the European promotional product industry. We had guests from Portugal to Eastern Europe and Scandinavia to Italy at our stand. Even if the 'new start' was smaller, the trade show did not lose any of its quality. The PSI has moved back towards its 'origins': the promotional product is once again at the centre of the action, just as we would expect of a good and successful trade show.



"A benefit for the entire sector."

Kai Gminder, Gustav Daiber

I was very positively surprised by the way the show went. Even on the first day, we had a much higher and much more international attendance than expected, for example from France, the Benelux countries or Eastern Europe.

We would have regretted not having booked a stand at the PSI. I can only hope, for the sector's sake, that more participants commit to this show again. The 'reset' has shown that this format works.

We have received consistently positive customer feedback. The visitors felt much more relaxed than before, we had time for intensive discussions and the presentation of our innovations. With a good basic economic mood also noticeable here, we are looking forward with great optimism to the new year. Our conclusion: the PSI was a great success for us and is certainly a benefit for the entire sector.



2023



PromoSwiss Apéro

Swiss flair at koziol

The so-called apéro of the Swiss promotional product association PromoSwiss has become a tradition at the PSI trade shows. This time, the stand of the manufacturer of high-quality, original design products koziol acted as the host for the reception, during which participants engaged in the communicative exchange of ideas and relaxed networking amid refreshing drinks and delicious appetizers. With its unmistakable products and innovations, koziol presented itself for the first time at a trade show with its new re-launch as the “sustainability brand”. The largest innovation of this newly accentuated core value of the company is the conversion of almost the entire collection to bio-circular koziol organic material. (We reported on this in the PSI Journal 01/2023). For the first time at the PSI: the new PromoSwiss President Urs Germann.



Top:

Clearly in a good mood (from the left):
PromoSwiss President Urs Germann,
meterex boss Oliver Kuntze and Viola Proietti,
Product Manager Membership PSI.

Middle:

PromoSwiss board member Peter Kaiser
and a charming companion.

Bottom:

A happy round: Urs Germann (middle)
and apéro guests.

“All our fears have dissolved into nothing.”

Thomas Pfeiffer, Herka

I have to admit that in the run-up to the show we were a little uncertain about how its comeback and the customer mood would turn out. But all our fears have dissolved into nothing: we have had mostly intensive and well-founded discussions here and registered a positive tenor on the customer side.



Customers who were still cautious and hesitant because of the Corona crisis were convinced that a high-quality brand Made in Europe is a good choice. For it is precisely the brand promise that is a fixture, standing for stability and security in uncertain times.

One of the main topics at our stand is sustainability: for example, we have towels made of light, untreated and undyed cotton. Their production saves water, energy and chemicals, and they also have excellent usage properties and are quick-drying. The colour changes slightly with use, which makes them particularly interesting – also for the accompanying storytelling.



The stand of MOUTH Propaganda, which offered ice-cold delicacies, was always crowded.



MOUTH Propaganda

Ice-cold delicious advertising

Among the numerous newcomers in Hall 9 was the company with the unambiguous name MOUTH Propaganda with its refreshing new advertising ideas. Since 2020, the young creative people have been crafting advertising messages with a lasting (taste) impression. The two founders combine their passion for confectionery (Massimo Futschik, confectioner and ice cream maker) and design (Antonia Westerwinter, communication designer) into an unforgettable taste experience, which can be seen in the true sense of the word: after all, such creations are also a feast for the eyes. For example, they make individual popsicles which can be completely adapted to customers' wishes in terms of colour, shape, taste packaging. "Each ice cream is carefully handcrafted by us exclusively with natural ingredients", says managing director Massimo Futschik. Starting in quantities of 300, the Cologne-based company makes popsicles for events, festivals, company celebrations and much more. In addition to the 3D popsicles, the company also offers its customers premium-quality ice cream sorbets and milk ice cream.

www.MOUTHpropaganda.com

"It is important to us to show our colours again and be present at the PSI."

Michael Donner, Passatgummi

We have had two fruitful days at the show with many good discussions. As long-standing PSI members, we are keen to show our colours again after the two years and be present at the PSI. The show is a perfect platform to educate customers about our balloons. Again and again we are confronted with the prejudice that balloons are made of environmentally harmful material. The opposite is true! Balloons are made of pure latex and are therefore very sustainable. Because rubber is collected from living trees and is thus a natural product, just like the popular and versatile classic promotional media, balloons, that are made from it.



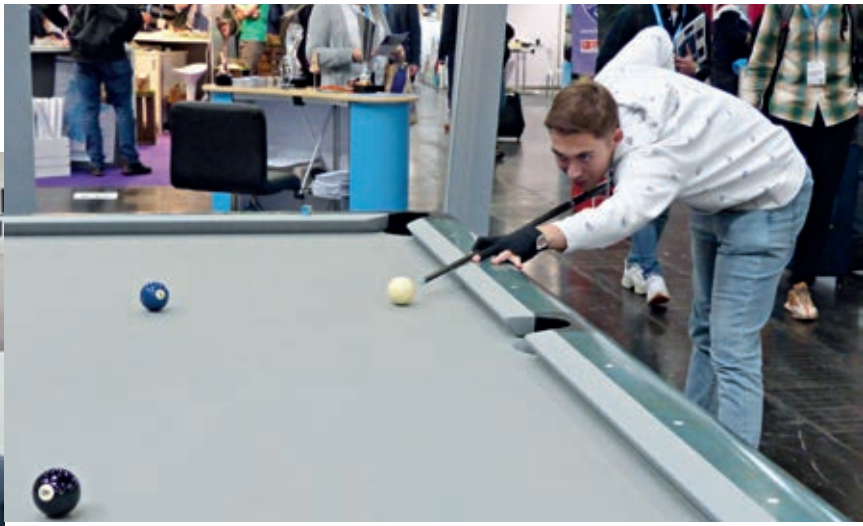
„We were highly satisfied.“

*Alexander Ullmann,
UMA Schreibgeräte Ullmann*

We were positively surprised by the large number of good, intensive and valuable discussions. Rarely have we had such a high quality of visitors over all three days of the show. The consultant places at our stand were almost constantly all occupied – also with many international customers from Scandinavia, England, America or France. The suppliers who did not attend the show definitely missed out. The PSI fully deserves the epithet of "the leading trade show" and, with this re-start, they have laid a convincing foundation for the coming years. Anyone interested in the promotional product industry should also be committed to this sector and be here on site. My summary: We were highly satisfied.



2023



On the road together at the PSI for the ARCHE children and youth project: Moritz Neuhausen, multiple European and World Youth Champion, Klaus Dittkrist, Cargo Seal, and Wolfram Ziebart from trophy manufacturer Award Star. (from left)

Service partner Cargo Seal

A strong logistics network with social commitment

“Here at the PSI we explain our range of services as a logistics partner, but also our comprehensive social commitment,” explains Klaus Dittkrist, Managing Director of PSI service partner Cargo Seal. In this context, the billiard table, at which multiple European and World Youth Champion Moritz Neuhausen demonstrates his skills, is also explained. Many visitors stop in amazement and ask the young champion for information, tips and tricks. Dittkrist explains his action at the stand as follows: “We at Cargo Seal are ourselves enthusiastic players in the Betriebssportverein Hamburg e.V. (Hamburg Company Sports Club), with which we also jointly support the ARCHE children and youth welfare project nationwide, which supports disadvantaged children and families. Specifically, the project offers leisure activities, free meals, educational support, relationship work, holiday camps as well as help and advice for parents. Cargo Seal donates two euros to the ARCHE for every cubic metre of freight loaded – so our customers are doing something good for children at the same time.” As a professional logistics partner, Cargo Seal has been offering optimised shipping logistics to the promotional products sector for over 20 years. “Thanks to well-founded consulting expertise and more than 40 years of experience, we can individually address the customer’s problems and develop customised solutions,” explains Dittkrist. “For example, we find the optimal placement of the boxes on the euro pallet as well as the right packaging material and the best transport solution, such as ship and truck.” So with Cargo Seal there are many ways to transport your goods more safely, quickly and cheaply.

“We had more visitors to our stand than at previous shows.”

Joachim Hackl, JHI Innovations GmbH

We feel that the PSI’s smaller size this year is an advantage: because visitors can go everywhere, they take more time for each stand and give us the opportunity to explain our products in greater detail. We have experienced many PSI shows as exhibitors in the last 20 years and can say that we definitely had more customers at our stand than at some previous PSI shows.



We have seen a real run on our energy-saving thermometers here. They are a useful and strongly promotional tool that fits perfectly into the current energy saving and sustainability debate. These liquid crystal products are flat, lightweight thermometers that not only indicate room temperature, but also highlight energy saving options through additional information and design. The liquid crystal element is fitted into a paper frame that can be customised on both sides, highlighting the targeted 19 degree mark, for example, and showing the savings potential or additional consumption at lower or higher temperatures. Fruitful dialogues on the possible applications of these and similar products took place at the show. We are very satisfied.



Listawood sales director for the German-speaking countries Ralf Uwe Schneider (left) demonstrates the new 360°-UV digital direct printing concept to a visitor to the stand.

“We missed the PSI very much, as it is an opportunity to make unique contacts – this year once again.”

Peter Fuchs, Semo

We had a lot of visitors here at the PSI again who were thrilled by our high-quality, certified soft toys. Our adorable, lifelike toy animals are something you just have to hold in your hand and feel – and we need trade shows for that. We have sorely missed the PSI in particular, as this is where we meet a unique clientele that appreciates our brand, which has been established for over 40 years and is well-known in this specialised sector. As a member of the Toy Association, we are particularly committed to safety and quality. We can supply practically any animal and also develop individual creations on customer request, for example for large theme parks. Companies from a wide range of trades use our likeable promotional media. Sustainability is also a big topic for us: we are presenting an Eco-Edition with 44 models made of recycled PET here, which do not differ in feel from the conventional products. As the haptic is particularly important with soft toys, we attach great importance to customers' being able to “feel” for themselves. That worked wonderfully here. The other aspect of sustainability is the longevity of our toys and thus the long-lasting effect of a promotional message. We were able to communicate this very efficiently at the trade show.



“It was really fun again.”

Volker Griesel, FARE

We've had two really good days at the show so far, with a lot going on. The ‘traffic’ has far exceeded our expectations. We were able to welcome many regular visitors as well as a pleasing number of new customers, including a good number from abroad. We were able to demonstrate great new products from our promotional umbrella collection, all of which were very well received. All in all, this PSI was really fun again. We definitely did not regret our decision to participate and hope that this event has created a good basis for future PSI trade shows.



2023

Listawood

Creative competition “Every colour on every colour”

The British drinkware specialist Listawood opened the business year 2023 with a stand at the 2023 PSI trade show and a creative competition according to the motto “Every colour on every colour”. The motto reflects “the unique concept of being able to paint almost all thermal items from Listawood individually with Pantone® and finishing them with 360° UV digital direct printing”. The concept provides for particularly large printing surfaces and impressive 4-c-Euroskala printing with a white background. It opens up a wide range of possibilities to create precise communication solutions and long-lasting brand ambassadors. During the competition, promotional products companies had the opportunity to design the Evo-Therm thermos bottle from the Listawood collection in one of the standard colours (satin or glossy lacquered) for their own advertising purposes. 150, 100 and 50 satin Evo-Therm TREND or glossy lacquered ESSENTIALS bottles with 360°-UV digital direct printing were offered as prizes for the three most convincing individual advertising creations respectively.

www.listawood.com

“The market needs and uses this show.”

Armin Rigoni, Heri-Rigoni – emotion factory

I can't imagine this sector without the PSI. As a kick-off for the promotional product year, the timing is also enormously important. Above all, it is also the international presence and the diversity of exhibitors that make this trade show attractive for visitors from all over Europe and beyond. Trade shows like the PSI are made by professionals and should stay that way. The PSI 2023 has shown that the market needs and uses this trade show.



“The PSI was a great trade show for presenting our new products.”

Michael Hirsch, Hirsch Ideas

We are happy that the PSI is back. We had a great trade show with an outstanding number of contacts and were able to present our big news: firstly, we have acquired the European licensing and distribution rights for the Quickflip brand, which has received a lot of attention in America. Quickflip is a hoody – a hooded jacket made of high-quality cotton with a brushed inside – that can be turned into a backpack with one pull. So you have the garment ready to hand at all times, while keeping your hands free. Each jacket can be customised: both the inner part, which becomes visible as a backpack, and the jacket itself can be finished in sublimation print. Thus, Quickflip



opens up interesting design options and many promotional possibilities, especially as the hoodies are available in many colours and sizes. The great interest in this innovation and the discussions we have had here have shown us quite clearly: customers are primarily looking for innovative products that are something special, especially when their budgets are limited. In addition, we are expanding our range with textiles from the French company Sol's, for which we have taken over distribution for Austria and Germany. This PSI was almost too short to explain all the new possibilities – so we are looking forward to the continued contact with our customers after the show.



TFA Dostmann

Art at the stand

In addition to its range of products, the company TFA Dostmann, a specialist for measurement devices from Wertheim, presented two art objects by the experimental artist Konrad Wallmaier at its PSI stand. Using everyday items from the Dostmann collection, he created objects that stimulate thought. The kinetic work of art “Stop the time” conveys the illusion of movement. To do so, the artist uses an analogue radio-controlled wall clock from TFA Dostmann: the whole clock turns, while the second hand stands still. The artist wishes to draw the beholder’s attention to time, to the moment and to an attempt to stop time. “Stop the Time surprises and turns a trivial everyday item into an object to think about”, says Axel Dostmann. An additional object entitled “climate change” uses a weather house to draw attention to what is probably the most pressing issue of our time. “The issue affects us all. We influence the climate of the future through our actions. Each and every one of us”, says the artist. “The visitor steps in front of the weather house and makes the climate rotate – or not...”

www.tfa-dostmann.de



The art object “climate change” (top) und “Stop the time” (left).

„A great re-launch.“

Oliver Kuntze, meterex

We are delighted to be exhibiting here again after a three-year break. This was our 51st PSI. The mood is good and we feel no trace of trade show fatigue after such a long absence. The high level of internationality among the visitors is very positive – very important for us in terms of exports. We have had many new contacts so far. But it is especially important for us to be able to present our innovations here – including our new cutter product line. The PSI is ideal for this. All in all, a very good re-start, despite being in a smaller area. It’s a good thing for us and the entire sector to be able to present ourselves to the outside world again in an international environment. I’m sure we’ll see some returners on the exhibitor side next year and would like to see the show grow healthily again. All in all: a great re-launch.



“Totally satisfied.”

Peter Saffer, STABILO Promotion Products

Now, on the third day, we can sum up: we have “survived” the show. Even on the first day, visitors were literally “knocking down our doors”. We haven’t had so many visitors at our stand in a long time. Our workstations were constantly occupied and the advisory teams were working at full capacity. About

half the visitors to our stand came from abroad. We are enthusiastic about the new format of the PSI. The limitation to two halls has advantages, such as a better overview and more time for and with the customers. We also like the design, for example the Community Café or the Happy Hour. The

placement of our “Cube”, the replica of the company headquarters, could hardly be better. Here, STABILO can literally be experienced, and much more intensive networking is possible. This resulted in many high-quality discussions, which is encouraging for our sales team and is enabling us to start the new year with a very high level of motivation. We will definitely be going home tomorrow totally satisfied.



2023



Top: Joy over the PSI relaunch (from the left): Volker Griesel (Fare), Silke Eckstein (SND), Armin Halfar and Kathrin Stühmeyer-Halfar (Halfar), Kai Gminder and Christof Kunze (Gustav Daiber), Jan Breuer (mbw).

Right: Relaxed and exuberant atmosphere at the CHOICE sister company evening after a successful second trade show day.



“Sustainability has long since ceased to be a marginal issue.”

Bianca Seidel, Bianca Seidel Consulting

Overall, I found the PSI to be very lively and open-minded this year. In the years before Corona, when I spoke about my core topic of “sustainability” in my presentations and personal conversations at the PSI, the topic often received only marginal attention from visitors, which certainly also made it difficult for exhibitors with a sustainable product range. This year, I had a completely different impression: most visitors were very interested and open to this. Many companies are giving serious

thought as to how they can make their product range more environmentally friendly and socially responsible: they are developing concepts to respond to fragile supply chains, but also to legal requirements such as the Supply Chain Sourcing Obligations Act, the EU Ecodesign Directive and the EU Textile



Strategy, in order to position their companies for the future. I find this development very hopeful and have had many good conversations about it. I experience how important this is every day in my work as an international technical expert and consultant on sustainability in the textile and clothing industry. How can we expect the global South to forgo modest prosperity while the industrialised countries unrestrainedly exploit the earth, people and resources? This is no longer a model for the future.

CHOICE

The joy of a trade show after 1095 days of “abstinence”

Once again this time, the members of the CHOICE sister companies Gustav Daiber, Fare, Halfar, mbw and SND Porcelain decided to participate in the PSI with a joint stand. As it turned out, the decision paid off due to the impressive number of visitors – in particular international visitors – as well as the talks in the consulting areas. The group was truly and visibly thrilled to be able to present their products at the PSI again after “1095 days of abstinence” (as Halfar managing director Armin Halfar put it at the traditional press reception at the stand). The atmosphere at the subsequent CHOICE sister company evening was therefore relaxed and exuberant at a location at the Düsseldorf Media Port, where the second day of the trade show was brought to a close.

“The PSI, as the only international promotional product show, is very important for us and our customers.”

Harald Knauf, Burger Swiss Pen

Being present at the PSI, the only international trade show, is very important for us, and our take-away from this trade show is very positive: in spite of the smaller area, we had many contacts and in-depth discussions – overall at about the same level as at the last PSI in 2020. The second day in particular was outstanding and we are very satisfied with the course of the trade show. We are particularly pleased that so many customers came to Düsseldorf – despite the difficult circumstances of the last few years and the increasing number of trade show dates. We received a great response to our collection of writing instruments made of antimicrobial plastic. The dual active principle of clinic® plastics is proven: free radicals destroy germ shells, while a strongly acidic environment dissolves the cell nucleus. The self-disinfecting pens are in use in hospitals, among other places, and were used in the fight against hospital germs even before the Corona era. During the pandemic, the benefits of this unique, highly effective material became even clearer. That is why the interest in the clinic® series has been constant, which was also noticeable here at the show.

When it comes to sustainability, we are breaking new ground. Because as a responsible manufacturer, we know that the disposal of plastics is a problem that we have to work constructively to solve. We do this by increasing the proportion of products made from recycled materials. In recycling, we use plastics that would otherwise probably be withdrawn from the material cycle. For example, we cooperate with hotel chains, service stations and similar businesses that supply us with their old plastic towel dispensers. We also recycle plastic parts from old freezers. We work here with processes that produce plastics with the required properties, such as UV resistance or abrasion resistance, using minimal energy and resources. We are very successful at this. Unsorted plastic waste, on the other hand, requires energy-intensive chemical recycling, because you cannot easily make high-quality products from waste. That's why we only use single-variety plastic materials that already have the product properties we need.



“The PSI is still the leading international trade show and the most important source of ideas for the sector.”

Ralf Uwe Schneider, Listawood

This PSI had many new smaller and medium-sized exhibitors, but also many big brands and names. This shows the enormous diversity of this trade show and the wide range of the sector, which is only now really being noticed. The PSI is still the leading international trade show and the most important source of ideas, and the entire sector benefits from this.

We have recorded a very good visitor frequency here with a pleasing internationality – we even ran out of business cards. The trade has made good use of the last few years, is open to new ideas and is dealing with many new topics. This is also exciting for us suppliers. One highlight of our range that has aroused a lot of interest here is high-quality finishing, even for small quantities: we offer lacquered stainless steel insulated bottles in Pantone colours, but also full-area all-round printing on cups and bottles, depending on the product, from as few as 30 or 50 pieces.



2023



Inkcups Europe

High printing quality

Once again at the PSI, the world-renowned printing service provider Ink cups Europe presented special digital and analog printing solutions. The Helix® in combination with ArtPrep, automated software to prepare printing templates, the Helix ONE, the digital flatbed printer X5-T and the pad printer 2200-PS were on display at the stand and attracted a great deal of attention. During the PSI, the participants had the opportunity to experience these machines in action and assess their high printing quality on a range of premium promotional products. Bobby Grauf, Managing Director of Ink cups Europe: “We are delighted to be represented again at the PSI in Düsseldorf. European market interest in our solutions continues to grow and our PSI stand was designed to showcase the outstanding capabilities of the Ink cups products to the fullest and allow potential customers and partners to convince themselves of the quality of the promotional applications which the technology offers.”

www.inkcups.com/europe

“People have been hungry.”

Peter Kaspar, Kalfany Süße Werbung

Before the PSI, we did wonder whether to participate or not, and came to the decision to book the stand.

After all, our sector thrives on haptic communication and personal contact with customers, which creates emotions and bonds. We have to stand by a successful trade show concept, even if there is sometimes something to criticise. As a confectionery specialist, for example, we have invested in a stand with many “tasty” contact opportunities.

And the course of the show so far has proven that our decision to appear in this form was the right one. People have been ‘hungry’, not only for our products, but also for this show. So far, it has been a mega success for us. With the gummy bear show production at the stand, we demonstrate our competence as a food manufacturer, and have enough space to advise the customers. Our concept has worked. I am sure that this trade show will grow again – and I would like to see our competitors here again, because the PSI also thrives on diversity.



“Europe’s most important and largest promotional products show”

Jan Breuer, mbw

We are very satisfied with the way the show went. Everyone who was here did something for the sector. Especially after the pandemic, this was more

important than ever. After the great frequency and response of the visitors – not only to our stand – I can well imagine that suppliers who were not here this time may have been a little annoyed not to have booked a stand. The successful course of this “comeback” has once again proven that the PSI fully deserves its right to

exist as Europe’s most important and largest promotional product show.





The pandemic in particular has taught us **the importance of protection and hygiene** for the prevention of germs. On the following pages, products from those fields share the spotlight with promotional products on the theme of safety at work.



PSI 48393 • MORE KAGIT SAN. VE TIC.LTD.STI
 Tel +90 216 5338995
 cem@morekagit.com.tr
 www.morekagit.com.tr

Easy walking everything

Comfortable slippers are a good idea not only at home or on holiday. The Logo Slippers from More Kagit also make a good impression on the beach, at the indoor pool or in a hotel. Besides the comfortable footbed and additional positive wearing qualities, the slippers immediately attract everyone's attention because the clear individual advertising message of the company on them has a long-term impact. Quick production and short delivery times are additional advantages according to the company.



Protecting yourself and others

Even now, everyone can still make a contribution to fighting the pandemic or other infectious diseases by not getting sick and simultaneously protecting others. Schäfer Promotion is aware of this and advises: "When speaking, exhaling, sneezing or coughing, the FFP2 mask reduces the spread of bacteria and viruses in the room air." Wearing a FFP2 mask significantly reduces the risk of infection between people. The effective filtration efficiency of the FFP2 masks is at least 95 per cent due to the five layers. The FFP2 NR respirator mask with a nose clip is individually packaged and available from stock (www.interhealth.shop).



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 www.trendy-sport.com

Sustainability meets functionality

With its new cork line Cortica, Trendy Sport is offering fascia rollers and balls that are made 100 per cent from the renewable and recyclable raw material cork. Cork is also a particularly durable material with anti-bacterial and anti-allergic properties. The fascia products from Trendy Sport were specially developed for self-massage, by means of which even hard-to-reach areas can be effectively massaged and tension released. All products can be customised with domings.

High-tech meets timeless elegance

The leather goods from Karlowsky Fashion are made with a great deal of passion and care. Whether it is stylish aprons or accessories, the no-frills workwear products reflect the full power and delicacy of the high-quality material. Their well-reflected functionality ensures that the leather goods become special companions in everyday working life. The company now also offers laser engraving for its leather products, which gives them a personal character. In contrast to embossing, more sophisticated work such as logos, signatures and other more elaborate graphics can be done on the leather and are much more durable than print finishing. The advantages of speed, precision, material protection and durability will immediately win you over. When engraving leather, the top layer of the material is removed using a high-precision laser. The result is a clearly visible and eye-catching engraving, depending on the colour, pre-treatment and the type of leather. Even large graphics up to 400 cm² can be engraved quickly and easily.



Karlowky Fashion GmbH
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www.roemer-wellness.de

First aid for on the go

A reliable companion that can provide first aid in case of emergency is indispensable when travelling. The first aid kit from Römer Wellness is a practical and lightweight promotional item for on the go. The set with German branded goods contains a bandage, a fixing bandage, a gauze bandage and much more. The set is essential for first aid and a useful giveaway with a promotional imprint on the box. The first aid kit is available in a red, grey or blue case.

Trendsetting and safe

Whether as fire protection/first aid information, hazard symbols, guidance systems or escape route marking, emco massage mats with ecologically sustainable ECONYL® threads for more work safety can be individually designed with a company logo on them. Increased hygiene or safety requirements such as “flame retardant” or “industrially washable” are also readily available. In addition to being made in Germany, other benefits are made-to-measure sizes, the high dirt and moisture absorption as well as the low risk of tripping and slipping.



PSI 47306 • emco Bautechnik GmbH
Tel +49 591 9140603 • n.rudau@emco.de
www.emco-bau.com



Prepared for emergencies

Those using the emergency radio from Promotia are ideally prepared for any blackout. The innovative device should therefore not be missing in any household. The survivor hand crank radio comes with an integrated power bank function, a solar panel, an additional generator function as well as a rechargeable 4000 mAh battery for the receiver. It provides a SOS alarm function, an AM/FM radio, a LED flashlight with four modes, a LED reading lamp with a movement sensor and can be charged with a USB cable.

PSI 49623
 Industrierwerbung Promotia GmbH
 Tel +43 1 4054615-19 • info@promotia.at
 www.promotia.at

Soap cans for well-groomed hands

The company Dosenspezialist GmbH describes its new soap can as a "hero in the bathroom". It can be considered an indispensable accessory for anyone who wants to keep his or her hands clean with the small aroma block that smells like Madeira holidays and coconut drinks. The cans are designed so that excess water can drain off. This prevents soap from sticking to the can.



46897 • Dosenspezialist GmbH
 Tel +49 3621 733800
 info@dosenspezialist.de
 www.dosenspezialist.de

The sweet cords will make you smile

“Der Zuckerbäcker” is offering a fun and delicious product – edible vegetarian fruit gum cords with the taste of apple. With this product, it wishes to deliciously convey that work safety matters run seamlessly. A happy smile is also guaranteed. The fruit gum cords are available in strawberry (red), cola (brown), apple (green) and in a colourful mixture. In quantities of 250 or more, the article can be printed over the entire surface and in four colours.



PSI 48449 • Der Zuckerbäcker GmbH
Tel +49 7131 8996146
werbeartikel@der-zuckerbaecker.de
www.suesses-schenken.de



Tips for all life situations

Wax stains on tablecloths and red wine stains on shirts are indeed annoying, but no reason to worry thanks to the tips and tricks in this book from the EMF publishing house. With simple methods, even the most stubborn stains can be removed without much effort. Yet this book not only contains instructions and life hacks for cleaning. It also includes home remedies for colds, tips on eliminating bad smells and all kinds of tricks for the kitchen as well as beauty-related and everyday challenges. The publisher (Edition Michael Fischer) can adapt the number of pages, design and features of the book to customer requirements.

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Energetic virus-killer

Metmaxx® Charge&CleanStation ProUV is safe, guards health, and enables inductive charging: The UV-C light neutralises viruses, germs and bacteria, specifically on the smartphone, but also on keys, wallet or mask, which can host millions of germs and viruses of various types. These objects are constantly touched and thus harbour risks of spreading and infection. It is therefore particularly important to clean these items, and especially the smartphone display, on a regular basis. The Charge&CleanStation ProUV disinfects objects and surfaces quickly, effectively and ecologically, without the addition of chemicals or any ozone release. The separation of disinfection and inductive charging enables mobile phones to be disinfected while they are being charged overnight, for instance – and other day-to-day objects can be disinfected simultaneously. When the lid – which also functions separately as a wireless charger – is lifted, the safety function prevents direct UV-C light–eye contact by automatically switching off the UV light, thus preventing damage to the eyes. Not a medical device. No PSA.

PSI 41853 • Frank Bürsten GmbH
 Tel +49 7673 88865-0
 info@frank-brushes.de
 www.frank-brushes.de



Helmet off for brushing

With the helmet brush from Frank Bürsten, promoting companies stay on the safe side and simultaneously help their target group to make a clean appearance. Thanks to a clothes brush with synthetic bristles, the colour–ful, attention-grabbing promotional product in the shape of an original construction and safety helmet ensures clean clothes and thereby couples expediency with an original optic. In addition, the combination of brush and helmet means that the user associates positive qualities, such as safety and reliability, with the promoting company. The helmet brush is available in white, black, yellow, orange, red and blue. For the helmet brush, Frank Bürsten provides a gift box to perfectly complement the professional appearance. The helmet or gift box can be custom-finished with promotional messages or logos on request.



PSI 49110 • Stickerei Klam
 Tel +49 7129 92869-0 • mail@klam.de
 www.stickerei-klam.com

Custom-made workwear

Proper clothing significantly contributes to safety in our everyday working life. It should be functional, fulfil all important material requirements and still stand out in terms of look and fit. Klam offers such high-quality and individual workwear made to measure. Whether it is fire-resistant clothing, modern tailored work overalls or eye-catching, high-visibility clothing: the company produces clothing with fire-resistant or shining threads according to customer requirements directly at its headquarters in Lichtenstein.

Kneeling down comfortably

The new knee cushions from Foamworld by Promowolsch significantly increase work safety, while making us feel healthier. No tiler or other craftsman has to sit on his knees without protection anymore. Arthritis should not be an occupational disease of hard-working people if precautions are taken, says the manufacturer. Housewives who work in the garden, clean or carry out other tasks on their knees are also a grateful target group.



PSI 44724 • Promowolsch GmbH & Co. KG
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 www.promowolsch.de



PSI 41016

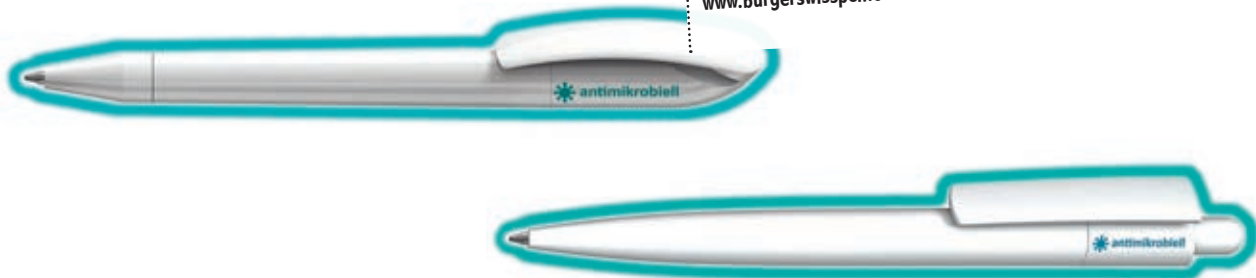
Heri-Rigoni GmbH – emotion factory
 Tel +49 7725-93930 • armin.rigoni@heri.de
 www.heri.de • www.emotion-factory.com



Rubbish belongs in a bag

Three quarters of the waste in the sea consists of plastic, as the WWF currently reports. Even outdoors, packaging often does not make its way to trash cans. It is therefore time to actively do something against this pollution and for environmental protection. The Clean Environment Set from the emotion factory is really a clean idea for doing so. The set consists of cardboard tongs, seven plastic bags made as biomass from grain and plant materials, which are packed in glassine bag with an individual tab. It provides sufficient space for an advertising message.

PSI 45956 • Burger Pen AG
 Tel +41 26 4959470 • info@burgerpen.com
 www.burgerswisspen.com



New hygiene standards for plastic ball pens

burger swiss pen ballpoints are produced specially for hospitals and medical practices by using a self-disinfecting plastic material called *clinic® plastics, able to combat corona viruses as well as multi-resistant germs rapidly and effectively. For this, the producer has now been awarded the Promotional Gift Award 2022. Embedded microscopic sized semiconductors incorporated in *clinic® plastics generate electrostatic voltage on top of the surface. In connection with air humidity, oxygen radicals are created and build up a germicidal acid environment, like the skin's natural protective acid mantle. Once charged by light, the reaction is self-sustaining. Since catalysts are practically not used up, the germicidal effect lasts for sure at least 10 years – thus remaining reliable and undiminished in its effect. The active agents are 100% biocompatible – meaning inoffensive for health and the environment. They currently offer the best hygiene solution for ballpoint pens. The mode of action is scientifically confirmed, certified and patented. *clinic® technology has the only microbially effective biocide with valid EU approval. This special plastic material doesn't contain any silver, silver ions or nano-particles. *clinic® ball pens are the perfect promotional items – a must have not only for hospitals, medical practices, physiotherapists or the catering industry but also the ideal campaign companion to the future restart of airlines, hotels and the whole tourism industry. Absolutely certain – after Corona hygiene standards will be higher than ever. Clinic® plastics meet these high demand of hygiene standards already today – why should you be satisfied with less than the best make?

Clean throughout the year

Sanders Imagetools shines with a new dishwashing detergent. The 250ml dispenser is available in quantities of 100 or more. Thanks to its extra strong cleansing power with an active grease-dissolving formula, the detergent of professional restaurant quality removes food residue and grease in no time. It is easy to rinse off and has an apple-lime scent. As a promotional product, it is perfectly suitable for all kitchen, household and home office themes. The dispenser is made of 100 % recycled PET, free of bisphenol-A and fully recyclable itself. It conveys advertising messages in an ecologically sustainable manner for the long run.



PSI 46551
Sanders Imagetools GmbH & Co. KG
Tel +49 9401 607980
welcome@imagetools.com
www.imagetools.com

Safe and hygienic snacking

Who does not know that uneasy feeling and the hygienic concerns when a bowl of delicious nuts is lying on the counter? Yet there is a clean solution. The company Snagger has developed the first refillable hygienic snack dispenser, which bears the same name. The front of the dispenser and/or the lid provide an ideal place for advertisements. The individual parts can also be provided in different colours. The company Snagger GmbH specialises in the development and distribution of its own products. In 2020, the snack dispenser was the first product to go into series production.



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Toppoint BV .and Intraco Trading BV .join forces

Toppoint B.V. from Hengelo (OV) and Intraco Trading B.V. from Wormerveer have joined forces. The Intraco activities “Promotional technology” and “Loyalty and Incentives” will continue under the Toppoint flag in mid-February 2023. “The product offerings of the two companies complement each other perfectly, which allows us to offer an even wider and deeper

range to our customers,” says Bas Lensen, CEO of Toppoint. With the integration of the Intraco operations, Toppoint has expanded its brand portfolio (including Xoopar, Xtorm, Jays, Philips, Fresh 'n Rebel, etc.). According to the company, this creates a wider premium technology product range and strengthens Toppoint's position on the

European market. The entire collection and new products will be available for order via the Toppoint B.V. extranet site by mid-February 2023. Until then, the familiar names will serve you within Intraco after which they will make the switch. The familiar L&I team will continue to work from Wormerveer under the Toppoint flag. Henk Duijsters, interim director & boardmember of Intraco Holding: “In addition to the wider possibilities in terms of product and market development, this integration ensures a combination of activities and disciplines. But above all, the joining of forces and knowledge will result in improved service and support.” Supervisors of the process of integration are Bettina Peereboom (interim CFO), Edgar Schreuder and Gilbert Schenkhuizen, in cooperation with the management of Toppoint and Henk Duijsters. CEO Marc Zwiers and Commercial Manager Benelux Rico Hoeboer have ended their work at Intraco.

Toppoint B.V. and Intraco Trading B.V. are part of the Swedish listed company New Wave Group AB. New Wave Group is a group that designs, acquires, and develops brands and products in the corporate, gifts and home furnishing sectors.

w .toppoint.com • w .intraco.nl

TOPPOINT

Toppoint – Intraco

premium technology product range and strengthens Toppoint's position on the

European market. The entire collection and new products will be

available for order via the Toppoint B.V. extranet site by mid-February 2023. Until then, the familiar names will serve you within Intraco after which they will make the switch. The familiar L&I team will continue to work from Wormerveer under the Toppoint flag. Henk Duijsters, interim director & boardmember of Intraco Holding: “In addition to the wider possibilities in terms of product and market development, this integration ensures a combination of activities and disciplines. But above all, the joining of forces and knowledge will result in improved service and support.” Supervisors of the process of integration are Bettina Peereboom (interim CFO), Edgar Schreuder and Gilbert Schenkhuizen, in cooperation with the management of Toppoint and Henk Duijsters. CEO Marc Zwiers and Commercial Manager Benelux Rico Hoeboer have ended their work at Intraco.

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Kulik Werbemittel is now part of WER

WER GmbH, whose head office is in the Münsterland region of Germany, acquired Kulik Werbemittel, the market player from Bavaria, in October 2022. This is already the tenth acquisition by the specialist for promotional products and full service from the town of Senden. “We are of course delighted that Lysann Kulik is now the third

young entrepreneur- after Max Richter in Munich and Nils Sprinkmann in Frankfurt last year – who has decided to operate on the market as part of WER rather than to continue as an independent”, explains Mirco Häblich, one of WER GmbH's three owners alongside Alex Heinecke and Marc Strickrodt. The acquisition further bolsters the firm's presence in Southern Germany. WER GmbH now also has a location there in the greater Nürnberg area in addition to existing offices in Munich and Rosenheim. “The crucial factor for me was to be able again to concentrate fully on provid-

W R

Photo (from left): Mirco Häblich, Lysann Kulik, Alex Heinecke, Marc Strickrodt.

ing my clients with comprehensive advice. What is more, the broad range of services that WER offers, with full service, textiles on demand, imports and much more, will allow me to serve my clients even better in future”, says Lysann Kulik. “Lysann is an excellent fit for our dynamic team with her proactive and positive attitude” is how Alex Heinecke explains the merger. This recent acquisition continues WER GmbH's strategy of expansion through organic and inorganic growth. Now with over 80 staff and having positioned itself in drop shipping fulfilment, full-service and online business, WER GmbH has made its mark in the promotional products sector. It serves clients in Germany, Great Britain, Luxembourg, Austria and Switzerland. **www.wer-gmbh.de**

A One-Day First for the 24th Edition

For its 24th edition, the latest Werbemittelmesse München – organised by Promo Event GmbH – took place for the first time as a one-day event. The release by the four hosting Southern German consulting agencies admixx, Hagemann Group, Holfelder, and ipm Group announces that, on 19 January 2023, “far in excess of 800 visitors from industry and medium-sized enterprises” came to Hall 4 of the MOC Event Center Messe München, in order to gather information on haptic promotion novelties from 100 exhibiting suppliers and manufacturers and hear advice on effective promotion options. The focus lay on sustainable products along the way. Organisers and exhibitors expressed their satisfaction with the feedback: “It was possible to generate considerably more the 10,000 queries on this single day,” reads the organisers’ statement. The release continues: “Besides a contemporary update for the logo, new features at wmm ’23 included a social media concept that, with almost 140 posts, attracted plenty of attention.” Likewise new: a “Highlight & Bestseller” area, where exhibitors had the opportunity to present their most innovative and most sustainable products. Moreover, a digital showroom for the exhibitors’ novelties was set up, and is available for browsing through for three months after the trade show. **w .w rbemittelmesse-muenchen.de**



17th Promotional Products Day in the “Arena of Ideas”

A new location, more space and twice as many exhibitors: after a two-year break, the Bartenbach Group is back on track and inviting visitors to the “Arena of Ideas” for the 17th Promotional Products Day on March 9, 2023. The new edition of the trade show will take place for the first time in the MEWA Arena. Visitors from business, commerce, industry and trade will meet again in the sporting home of first division team 1. FSV Mainz 05. Yet interested communication and marketing professionals as well as young business leaders are also welcome. As always, the focus will be on haptic advertising: seeing, experiencing and touching. The stadium offers the ideal infrastructure for doing so, as there are over 60 spaces for exhibitors. It is already possible to register at www.werbemitteltag.de.

Here, businesses can gain an overview of the world of promotional products as well as practical and individual support in selecting suitable promotional products. “After a two-year pandemic-related break, we are looking forward to the 17th Promotional Products Day, the largest trade show for promotional products in the Rhine-Main region”, says managing director Tobias Bartenbach. Visitors can

expect ideas for corporate wear and digital solutions, the wide-ranging transfer of expertise thanks to a line-up of presentations and best-case examples, as well as an exciting stage and supporting programme.

As a wholesaler specialising in promotional products and printing production, the company Bartenbach Werbemittel GmbH & Co. KG offers a full-service concept consisting of the service modules consulting and development, design and production as well as packaging and order picking including warehousing (fulfilment). Bartenbach Werbemittel (Promotional Products) is a subsidiary of the company Bartenbach AG. **www.bartenbach-werbemittel.de**

Bartenbach Promotional Products



Idea Diversity Devoted to Sustainability

After a two-year obligatory break due to the pandemic, the Schuelbe Promotion Service team was finally able, at its 28th promotional products trade show on 26 January, to give exhibitors and visitors an in-person, characteristically warm Schuelbe welcome once again. In 2023, the traditional start-of-year event in the Mövenpick conference centre at Nuremberg airport was entirely devoted to sustainability. Under the motto, "Idea Diversity", the Schuelbe team joined 30 exhibitors in presenting exciting product ideas and attractive special campaigns.

"This year, the trend focus lay primarily on products made in Europe and Germany with short supply times and made from sustainable materials," explains Kathrin Harris, who looks after marketing and sales within the company.

To satisfy this approach, the team performed its usual careful planning as to what products were going to be highlighted and which suppliers were to be invited. "Our intention is to offer our customers a sustainable and high-quality product range where there's something for all tastes," reports Moritz Schülbe, Deputy Managing Director. Alongside existing brand exhibitors such as Prodir, koziol, Faber-Castell and Blomus, products by Von-Mählen, KlosterKitchen and Watterdrop were also represented for the first time at the Werbeartikelmesse 2023.

The trade show emerged as a "total success" for Schuelbe. 250 visitors from 120 companies had fol-

lowed the invitation and found the right products: "We're always very happy to come here, because the atmosphere's right all round. There are enough exhibitors providing comprehensive information," commends Elisabeth Helmreich from the Augustana-Hochschule. Astrid Beck from the Steuerberaterkammer Nürnberg can confirm the product diversity: "We've already been to five booths and found something at every one of them – so it's fun here!"

The numerous special campaigns were a particular nightlight of the product show. Here, too, the topics of sustainability and short supply chains were at the focus. Prime examples are the ballpoint pen "OCEAN" by UMA, made in Europe out of ocean-bound plastic, or the recyclable container "BUDDY 0,5" from koziol, made in Germany to climate-neutral standards.

Schuelbe Promotion Service is a proprietor-managed family company headquartered in Rothenbach an der Pegnitz near Nuremberg. The full-service promotional products specialist has been supporting industrial customers from all sectors since 1970 and counts global players and medium-sized enterprises among its regular clients. Managing Director is Andreas Schülbe, who represents the second generation to head the 10-member family team. Daughter Kathrin and son Moritz joined the company in 2017. With young, fresh ideas, they are the perfect complement to many years of experience in the promotionally effective use of promotional products.

w .schuelbe.de



Schuelbe Promotion Service

Deputy Managing Director Moritz Schülbe (left) talking to a customer.



The Schuelbe was looking forward to the first in-house trade show after the pandemic break.

Partner for professional advertising displays

Showdown Displays Europe B.V. is a manufacturer of advertising signs, display systems and POS materials such as roll banners, beach flags, tents, counters and mobile exhibition walls. Based in the Netherlands with its own production facilities and printing centre, the company is a one-stop shop for advertising displays and provides custom-made solutions in this field. The event business is booming and exhibitions and events are being organised everywhere. The demand for advertising displays is increasing and offers many opportunities for participants and organisers. “Showdown Displays has taken on the task of helping promotional products businesses expand their range of advertising displays and event products. As a manufacturing, printing and wholesale business with two warehouses across Europe, we have more to offer than just a good quality product”, says Nicola Forani, Director of New Business Development at Showdown Displays Europe.



Nicola Forani, Director of New Business Development bei Showdown Displays Europe.

The company’s offer includes comprehensive services. “We personalise displays as requested. We can change the size or colour of the corresponding print or even create a completely individual solution from scratch according to the customer’s ideas. In doing so, we accompany customers with our advice from the initial idea to the different display product options and customisation opportunities and then onto the direct shipping to the end customer, either as a neutral shipment or with a branded delivery slip”, says Nicola Forani.

Showdown Displays Europe itself is part of the globally operating Showdown Displays Group with headquarters in Minnesota, USA. The company has been globally active in the advertising media industry for many years. Additional information on its services and marketing support are available at: **w .showdown displays.eu**



Showdown Displays Europe

Two new additions

Bartenbach Werbemittel continues to expand its team: Olga Reger and Serhat Kilic strengthen the team of the Mainz-based promotional products wholesaler at the turn of the year.

Reger moves from Factotum Handelshaus in Wiesbaden, where she worked in sales in the promotional products sector for nine years. Previous stations were UGW in Wiesbaden and Sit & Watch in Bielefeld. At Bartenbach Werbemittel, the 36-year-old project manager looks after Communisis, TIP, Freshfields, CWS, Die Autobahn, Azurit and the Katharina Kasper Group, among others.



Serhat Kilic has returned to the Bartenbach Werbemittel team. As Junior Key Account Manager, the 30-year-old is now the contact person for customers such as Panasonic Marketing Europe Group, SEB Germany and Transgourmet Germany. He previously worked for two years at IT specialist Rednet.

Managing Director Ralf Stöckl is pleased about the double reinforcement: “With Olga Reger and Serhat Kilic, we have been able to gain two experienced industry experts who will professionally support our team in project management and sales.

w .bartenbach-w rbemittel.de

Bartenbach Werbemittel

Olga Reger and Serhat Kilic join the team of the Mainz-based promotional products wholesaler at the turn of the year. Image rights: Bartenbach Werbemittel

On 7 February, the GWW invited its members to the general meeting in Cologne. The agenda included information on current products as well as the presentation of the revised articles of association and the newly written GWW code of ethics. The 2023 Promotional Products Monitor reported six per cent sales growth to 2.8 billion Euros.

General meeting of the GWW

A breath of fresh air and new ideas



The political dialogue continues

In his introduction, Steven Baumgärtner particularly emphasised two areas of activity of the GWW – first, the aim to acquire new members, prepare the association for the future and make it more attractive for businesses; second, the political work to shed light on the fiscal and bureaucratic obstacles, which impede the industry and put it at a disadvantage. With the backing of the Federation of German Wholesale, Foreign Trade and Services (BGA), in collaboration with the central associations and since 2020 in cooperation with the advocacy group FinTax – backed by PSI –, the GWW continues to strive for the simplification and more suitable wording of the regulations in § 4, Paragraph 5, Item 1 of the German Income Tax Act (EStG). Together with Frank Dangmann, Baumgärtner has already introduced himself to the BGA and on the political stage in Berlin and convincingly shared the concerns of the industry during numerous meetings with prominent politicians.

The executive board elected in September quickly began its work.

Less than six months ago, the GWW elected a new executive board in Wiesbaden. Even then, it was apparent that the association would modernise and restructure in some areas. In the meantime, the executive board consisting of Ronald Eckert, Gunther Langenberg, Frank Jansen and Ingo Malinowski under the chairmanship of Steven Baumgärtner has begun its work and already was able to present a whole range of ideas, projects and plans.

The PSI is strengthening the industry and GWW

First, the chairman reported on the new division of tasks within the executive board and announced the composition of the advisory board: Ralf Hesse, Mirco Häßlich, Eva Hassenbach, Wolfgang Schmidt, Patrick Döring, Silvan Dolezalek, Tobias Köckert and Sebastian Tatzel belong to the advisory board, which views itself as a mediator between the executive board and members. Advisory board

spokesman Ralf Hesse discussed the topics which the advisory board is currently dealing with, including the status of the PSI. Hesse made it clear that the PSI is important for the GWW and the whole industry and strengthens both.

Taking off: Young Professionals

A section of young entrepreneurs known as Young Professionals has been founded. It has taken up the cause of modernising the association's structures and, as a mouthpiece and contact point, wishes to support young companies and start-ups in developing prospects for the future. The founding members Linus Böll, Moritz Schülbe, Steffen Fischer, Timon Feld and Natalie Grube bring a breath of fresh air to the GWW and are already working on giving their section a structure and defining their first goals.

Benchmark studies planned

Promotional products trigger emotions and these generally positive feelings are the secret of their unbeatable impact compared to other forms of advertising. This argument was convincingly demonstrated by the Emotion Study carried out last year on behalf of the GWW. Steven Baumgärtner suggested that the GWW members take advantage of the campaign developed based on the study even more actively in terms of generic marketing.

The concept of the study has now been further developed: the theoretical approach is being replaced by a practice-oriented approach, which will concentrate on benchmark studies. The declared goal is to develop best practice cas-



Chairman of the executive board Steven Baumgärtner reported on current projects and the first results from his term in office, which began in September.



Ralf Hesse



Linus Böll



Patrick Döring



Ingo Malinowski



Kai Koschorreck

es, which show what promotional products can do. Ingo Malinowski, spokesman of the Business Partner section, presented the digital knowledge and dialogue platform In-tracommunity, which offers all tools for seamless cooperation and makes information quickly available. As a central communication and information channel, the platform shall offer members many benefits.

Code of ethics adopted

A working group dealt with the revision of the GWW code of ethics, which has become somewhat outdated. Patrick Döring presented the new version, which was unanimously adopted. Regarding some items, it goes beyond the previous version. For example, there will be an arbitration board for economic conflicts in the promotional products industry, which oversees compliance with defined principles and investigates violations of these principles. All current members are requested to agree to the code of ethics. Approval is mandatory for new members.

Discussions were already held during the annual general meeting regarding the exclusion of the GWW member Giffits GmbH. The board decided on its exclusion and communicated this to the company in December. Giffits appealed against the decision. Managing director Marcus Schulz explained his position in a discussion in accordance with section §5, paragraph 5 of the articles of association. A vote on the exclusion was adjourned.

New draft of articles of association presented

The draft of the articles of association presented by attorney Kai Koschorreck leaves the previous structure of the association unchanged and does not provide for any significant changes. On several issues, for example the election of the executive board, it further specifies the existing provisions and thus provides for more clarity and better implementation. This also applies to convening and carrying out the general meeting, which is to be streamlined and modernised. The rules on the exclusion of a member have become stricter to the extent that repeated violations of the code of ethics can now lead to exclusion. Conversely, the responsible section spokesperson must be heard before a new member is accepted. In the future, voting majorities will be calculated proportionately to all valid votes cast. If a candidate does not receive the required majority during the election to the executive board, a new candidate can be proposed and a special election held during the next general meeting of members. The resolution will take place at a later date based on the presented items for discussion.

Just one month after the successful re-launch of the PSI, the Gesamtverband der Werbeartikel-Wirtschaft e.V. (General Association of the Promotional Products Sector, GWW) held its spring TREND on 8 and 9 February in Hall 10.2 at the Koelnmesse. The GWW Sector Report 2022 was a part of a press conference at the show.

Spring TREND 2023

The variety of haptic promotion



The variety of new products and possibilities for haptic promotion was a welcome attraction for trade visitors at the spring TREND.

At the spring TREND, which took place for the second time at the Koelnmesse, 161 exhibitors greeted visitors from the promotion trade. Integrated into the trade show was a „business press conference“, during which the GWW presented its traditional Sector Report. The panellists – GWW Chairman Steven Baumgaertner; Head of the Institute for Tax Law at the University of Cologne, Prof. Dr. Johanna Hey; Managing Director of Senator and Kahla porcelain, Daniel Jeschonowski; as well as Oliver Spitzer, Managing Director of september Strategie & Forschung GmbH – illuminated the viewpoints of the sector from the perspectives of business, tax law and science.



Competition intensified by general conditions

As GWW Chairman Steven Baumgaertner reported, the German promotional product industry continues to suffer from the after-effects of the pandemic and the current economic conditions. „Sharply increased energy prices for manufacturers producing „Made in

Germany“, persistently high inflation and the tax disadvantage for German producers in international comparison have significantly increased the pressure from growing imports and once again worsened the business situation of many companies in Germany.“ For a number of German companies, he said, the continuing lean period has now become a question of existence. Baum-

gaertner further points out, „It’s high time that politicians recognise this. We’re talking about a total of 60,000 employees working in the German promotional product sector today.“

Slow market recovery

The latest figures of the GWW Sector Report do at least give cautiously positive signals for the future. According to the report, the promotional product market seems to be slowly stabilising. All in all, promotional products with a total value of 2.8 billion euros were sold in Germany in the last business year. This is 25 per cent less than before the outbreak of the pandemic (2019: 3.7 billion), but in direct comparison to 2021 (2.65 billion), the GWW records a slight recovery in 2022. The reason for this is that more trade shows, events, concerts and major sporting events are now taking place again, and these are traditionally strong buyers of promotional products.

Emotions open doors

Despite the slump during the pandemic, promotional products thus maintain their position as the third force in the promotional market – after online promotion (5.12 billion – 2021) and TV promotion (4.34 billion – 2021). This is also thanks to the „elasticity and inventiveness of the sector“, says Baumgaertner. Especially for small and medium-sized enterprises, promotional products are the preferred promotional media. The sector generates over 85 percent of its turnover with them. Oliver Spitzer, Managing Director of the market research company „september“, explained why: „Promotional products offer the chance to trigger emotions very effectively, even without multi-million promotion budgets, and are also a great reinforcement to existing campaigns.“ In a broad-based study, the Cologne market researchers have examined precisely this emotional added value in promotional products.

Against tax discrimination

Daniel Jeschonowski, Managing Director of Senator and Kahla Porcelain, drew attention to the difficulties of (sustainably) producing companies: „It is not acceptable that politicians provide incentives for sustainable business, but that marketing is partially thwarted by current tax

legislation. Prof. Dr. Johanna Hey, a leading tax law expert in Germany, addressed the well-known, existing tax law hurdles in the sector. For her, the obligation to keep records (Aufzeichnungspflicht), according to which the recipients of promotional items above a value of ten euros must be documented by name, violates the general principle of equality in relation to other promotional media. She demands that the expenses for promotional items, like other business expenses for promotional purposes – such as posters, advertisements or commercials, be fully deductible.

Still necessary to persuade politicians

It was universally agreed that, in order ultimately to achieve the equal tax treatment of promotional products, the con-



On the podium of the press conference were (from left): Oliver Spitzer, Managing Director september Strategie & Forschung GmbH; Prof. Dr. Johanna Hey, Head of the Institute for Tax Law, University of Cologne; Steven Baumgaertner, GWW Chairman of the Board; Daniel Jeschonowski, Managing Director of Senator and Kahla Porcelain.

tinued persuasion of those responsible in politics is necessary, as is the need „to present the promotional products industry in its diversity and quality there“, said Baumgaertner, whereby „the PSI is an important partner“. To achieve this goal, „we should show unity in the sector“, he appealed.

Diverse promotional impulses

The two-day spring TREND - as was already clearly noticeable at the leading European promotional products trade fair, PSI, in January and could be heard there in numerous participant voices - gives hope for the new industry year. The organisers registered a total of 1,427 promotional products distributors and consultants, mainly from Germany, who were also able to explore the diversity of haptic advertising here and generate new impulses for their business from renowned manufacturers, finishers and importers. <

Bags, Luggage, Leather Goods



Mobility and promotional impact are the strengths of the “hapticals” we introduce in this rubric:

Ideal carriers of promotionally effective messages that captivate through creativity, colourful panache and contemporary design.



PSI 41853 • Frank Bürsten GmbH
Tel +49 7673 88865-0
info@frank-brushes.de
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Der praktische Reisebegleiter

Frank Bürsten bietet ein exklusives Reise-Schuhpflege-Set im Beutel. Dieses ideale Set setzt sich zusammen aus je einer hochwertigen Creme- und Glanzbürste, zu 100 Prozent mit Rosshaar besteckt, einer neutralen Schuhcreme sowie einem Polierruch. Aufbewahrt wird dies in einem exklusiven schwarzen Beutel mit Kordelzug. Das praktische Schuhpflege-Set findet garantiert in jedem Reisegepäck seinen Stammplatz. Die regelmäßige Pflege von Glattlederschuh erhöht die Lebensdauer, lässt sie glänzen und erhöht die Freude am Schuh. Eine weitere große Auswahl im Bereich der Schuhpflege ist auf der Homepage von Frank Bürsten zu finden. Auf Wunsch setzt das für jahrzehntelange Erfahrung in der Produktion hochwertiger Bürsten bekannte Unternehmen individuelle Firmen- oder Werbelogos auf den Bürsten oder dem Polierruch um.



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Werbestarke Kofferbänder

Die bedruckten Koffergurte und -bänder von e!xact kommen mit eigenem Logo und Slogan nach den Vorgaben des Kunden zum Einsatz als Werbemittel mit Mehrwert. Der Kunde bestimmt die Farbe des Kofferbands und die Druckfarben nach Pantone. Die Kofferbänder sind ab Werk mit einem Steckverschluss ausgestattet und in der Länge verstellbar. Mit individuellen Kofferbändern ist für einen bleibenden Eindruck gesorgt.

SL BAGS

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RB PACIFIC BACKPACK

With its sleek design, the RB Pacific Backpack looks great for both business and sport! Ideal for work, but also excellent for daily use. The spacious main compartment has a padded laptop compartment with extra zip pocket. We recycle 18 bottles for your bag!



RECYCLE BAGS

Colors



WWW.RECYCLEBAGS.EU

ALL WEATHER DRYBAG & DRY BACKPACK

Compact, sturdy and waterproof, that's the All Weather Drybag (± 7L) & Dry Backpack (± 30L). Both bags are made from tarpaulin and due to the welded seams, water and dust have no chance.



VASAD

Colors



WWW.VASAD.EU

SL BAGS

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Culinary travel case

The filled travel case, a culinary gift set from Römer Präsente, is a pleasant surprise for good customers, sending them on a “gourmet journey”. This gift box in the shape of a travel case has practical carrying handles for easy transport and is filled with a variety of delicacies: in addition to the 500 grams of wholemeal bread are 2 tins of various different sausages, a jar of mustard and a small bottle of fruit brandy made from fully ripe Williams pears. For the upcoming Easter season, the gift professional with more than 300 gift ideas in its assortment also offers an Easter version of this travel case with a colourful Easter egg. Römer Präsente is a member of the Römer family and offers a wide range of culinary promotional gifts, all of which are available from one piece. Numerous finishes are handled in-house, making the specialist known for its fast and reliable order processing.



Customised bag straps

Customised bag straps with striking messages are in vogue and are available from happyROSS. There are almost no limits to the motif, as a woven logo is just as feasible as a photo print with colour gradients. Slim metal carabiners in quality leather edgings and adjustable length create a high-quality, comfortable belt. Whether as a fanny pack in front of the torso or as a long strap at hip height for handbags or for sports bags: the shoulder strap reaches a large target group. Even if you want a matching bag in your own style, happyROSS is the right partner. For more inspiration, visit www.happyross.de.

PSI 44954 • happyROSS GmbH
 Tel +49 4532 28050 • info@happyross.de
 www.happyross.de



PSI 46311 • Troika Germany GmbH
Tel +49 2662 9511-0 • d.geimer@troika.de
www.troika.de/business



Quick-change artist and organiser

Troika's new Transform Pack is an organiser case and foldable backpack in one. This flexible all-rounder made of black nylon has sturdy shoulder straps as a backpack, zippers with a practical loop, and a total volume of 13 litres. It has plenty of space for cables, power supply, wireless headphones, USB stick, mouse and more, making it the perfect office organiser. It also fits a tablet, smartphone and notepad. The highlight: this spacious and cleverly divided bag is also ideal as a backpack for shopping after office hours. The inside-out trick is clever and functional: the organiser function has four pockets at the front for accessories, an inside pocket for a tablet and a zipped pocket with a carabiner clip for attaching a bunch of keys. In its capacity as a backpack, there is an inside pocket that can be opened with a two-way zip and reversed, leaving the accessory pockets inside the backpack.



Snappy promotion

For many years, hosta's classic Mr. Tom has been delighting customers with its unique combination of caramelised and roasted peanuts. Mr. Tom has been an unmistakable trendsetter for generations. From now on, this delicious nut snack is also available in its original packaging in the Sweet Promotion range, with an individually printable promotional slipcase. Mr. Tom is ideal as a quick snack or on the go. A snappy promotional message can be printed on the slipcase. Produced under IFS standards at Kalfany Süße Werbung, the branded promotional medium reaches the recipient in around 20 working days.



PSI 42706
Kalfany Süße Werbung GmbH & Co KG
Tel +49 7643 8010 • info@ksw24.com
www.suesse-werbung.de

Versatile and stylish

Bugatti's trendy backpack Ella is comfortable, spacious and chic. So it's no wonder that more and more fashion-conscious women are discovering this modern city backpack for themselves. The minimalist look of this model, which is available in brown, goes with any outfit and sets a fashionable accent at the same time. Thanks to the reinforced bottom, the backpack can easily be put down without falling over. The large number of different compartments allows for many storage options, ensuring optimal organisation. Lehoff offers a complete service package, from advice and purchasing to delivery to the end customer.



PSI 41259 • Lehoff Im- und Export GmbH
Tel +49 40 529607-0 • info@lehoff.de
www.lehoff.de

PSI 48309 • Manufacturas Arpe S.L.
Tel +34 937 937677 • info@arpes.es
www.arpe.es



Zero waste bags

Manufacturas Arpe's Zero Waste Bags are the perfect alternative to reduce single-use plastic, eliminate waste and promote responsible consumption. Made from recycled polyester from used rPET bottles, they are a sustainable and responsible way to promote brands. Not only are they suitable as promotional items, but they can also be used as new packaging. The bags can be customised in a choice of mesh, suede or granite fabric. In this way, a wide variety of products can be packaged in an environmentally friendly and sustainable way.



PSI 45666 • Halfar System GmbH
Tel +49 521 98244-0 • info@halfar.com
www.halfar.com

Sporty travel companion

Halfar's climate-neutral bag has it all: with its anchor-shaped zip tab and toggle hooks, it invites you to sail away with it into the blue. Behind its modern interpretation of the tarpaulin look is coated, recycled PET material. The combination of pattern embossing and plain surface is just as much a part of the striking design as the all-round loop strap, which offers many options for adjustment, setting and hooking. The spacious Active Sports/Travel Bag has various handles, side fasteners on the main compartment and zipped compartments. The practical carrying handles as well as hidden, padded and adjustable shoulder straps enable easy transport, and turn the shoulder bag into a backpack in no time at all. Halfar® avoids CO2 emissions where possible and offsets the unavoidable ones. For even more luggage that is customizable with a logo, and a total of over 200 climate-neutral bags, please see www.halfar.com.



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PSI 48301 • Vasad (By SL Bags)
 Tel +31 575 510077 • info@vasad.eu
 www.vasad.eu • www.slbags.com

Courier-style backpack

With this courier-style Vasad backpack, available from SL Bags, the weather doesn't matter when you're out and about. This smart transport helper is an ideal companion on bike tours, but also for any other outdoor activity, for example on holiday or during sports. The bag is made of robust, durable tarpaulin. Thanks to the welded seams, water and dust don't stand a chance. With the roll closure, the bag can be rolled up easily and tightly and secured with two buckles. The Drybag can be carried via the two adjustable back straps or the additional carrying handle and is available in four colours.

Innovative promotional trolley

James, from supplier James – Verein für Kunst & Co KG is the world's first shopping trolley to make itself available to companies and brands as a rolling billboard and multifunctional promotional medium. The cubic surface can be printed on each side with logos and pictures for promotional purposes. As a practical mobile transport aid, James is extremely flexible and versatile. Mostly on the road in public, its innovative idea and attractive styling, together with branding, is an effective eye-catcher, astonishing in its own right, and makes a lasting impression on passers-by. James can be customised from as little as one piece, in small series or large editions. Truck tarpaulin was used as the material for manufacturing the trolley, which is produced in Austria in various designs and high quality.

PSI 60074 • james – verein für kunst & co KG
 Tel +43 664 4328765
 office@james-shop.com
 www.james-shop.com



PSI 44457

e!xact Internationale Werbemittel GmbH
Tel. +49 6126 9511-75 • service@e-xact.de
www.e-xact.de

Variable shopping helper

Shopping bags and shoppers, printed in photo quality, are available from e!xact Internationale Werbemittel. Whether for shopping, on the way to the swimming pool, as a recycling bottle bag or simply for storage in the car: this washable bag is ideal as a versatile, useful companion for every target group. Almost all sizes and formats can be realised. The colours of the handles and side seams can be individually adapted to your own layout.

Elegant crossbody bag

The Pure mobile phone bag from the Gabriele Bühring range is casual, straightforward and elegant. With this new model, Bühring proves that wearing mobile phone bags around your neck is not only practical but also stylish. Made of either supple genuine leather or vegan imitation leather, the small crossbody bag has room for all common smartphones, including oversized Plus models, as well as three EC cards. A zipped front compartment can be added if desired. The straps are individually adjustable. The mobile phone case is lovingly hand-sewn to order. This means that all modifications and customer wishes can be easily implemented. In addition to embossing and printing, this northern German family business also offers special design options such as gold embossing on, for example, old rose-coloured leather. Shoulder straps are made from the same material as the bag, and coloured accents are also possible. Labelling by means of simple adhesive labels is included. Woven labels are available on request at an extra charge. Packaging is loose in a cardboard box or individually wrapped in paper, further packaging is possible at an extra charge.

PSI 40807 • Bühring GmbH
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www.buehring-shop.com

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PSI 48277 • Green Earth Products
 Tel +31 88 7739339
 info@greenearthproducts.eu
 www.greenearthproducts.eu

Vegan leather goods

Although it looks like leather, feels like leather and is just as durable as leather, the material of the pencil cases and wallets available at Green Earth Products is not of animal origin and is therefore vegan. Vegan leather is made from a formula of polymers and goes through a production process with a significantly lower environmental impact than real leather. This results in a smaller carbon footprint, lower energy consumption in production and transport, and leaves less chemical waste compared to the traditional leather manufacturing process. Many different products and colours are available. Products can be customised with quality embossing.

Versatile adventurer

Nomad, a leisure bag with a capacity of 18 litres, perfectly completes Brandcharger's existing range. The backpack is an in-house development of this Dutch company. It is high quality, safe and innovative, and ideal for everyday use. Nomad is made from recycled PET bottles, certified with the Recycled Claim Standard. A drawbridge opening allows easy access to the main compartment. An isothermal compartment keeps food cool or warm. Multiple pockets allow intuitive organisation, and an internal pocket can hold a hydration reservoir or 15.6" laptop. The breathable, shock-absorbing padded back and frame liner ensure wearing comfort.



PSI 49129 • Brandcharger B.V.
 Tel +31 10 3070946
 mike@brandcharger.com
 www.brandcharger.com

PSI 47182
 Reisensthal Accessoires GmbH & Co, KG
 Tel +49 8105 77292240
 promotion@reisensthal.de
 www.reisensthal.com



Extra-large companion

Listed by Reisensthal as DM7052, the Overnighter plus twist silver is an extra-large, clever travel and sports bag. The bag combines style with optimal organisation, so you can move around easily and concentrate on your trip. And for the gym, everything you need to take with you can be stored neatly inside. With a volume of 50 litres, there is enough space for a trip lasting several days. The sturdy, large zip is perfect for one-handed access. Features include a large side compartment with external access for shoes, toiletries, headphones and more. In addition, three zipped compartments on the outside for travel documents or a mobile phone and an organiser system with two slip pockets and a zipped compartment make life easier. The two carrying handles can be coupled with a carry pad and padded shoulder strap so that even heavy luggage can easily reach its destination. Thanks to its feet, the bag stays dry and clean even in wet weather. The twist upper material is made of 50 percent resource-saving, water-repellent, recycled PET bottle material.



PSI 46903 • Schäfer Promotion GmbH
 Tel +49 170 777 2614
 nbrandenburger@schaefer-global.com
 www.schaefer-global.com

Custom travel accessories

With MOVE Travel Accessories, Schäfer Promotion has developed functional designs with lots of features. Maximum travel comfort and luggage security make the journey more enjoyable from start to finish. The selection is broad and ranges from travel pillows to TSA locks, luggage tags, luggage straps and sleeping masks. An environmentally friendly design is used, ensuring product recyclability and thereby avoiding placing the environmental burden in other areas. The products are durable and come with a five-year warranty. Wherever possible, plastic is replaced with paper and leather with vegan leather. The use of biomass, for which there is no other use, does not increase or shift environmental impact.

Promotion that's always with you

The classic backpack from e!xact Internationale is a practical promotional item that attracts the desired attention everywhere. After all, it is presented to a wide public everywhere on the road, on trips and tours with small luggage – ideally with a customised logo or slogan as well as the CI colours of the promoting company. It is comfortable to carry, lightweight and always at hand. This water-repellent promotional product proves its environmentally friendly touch with its durability.



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 www.e-xact.de

PSI 46311 • Troika Germany GmbH
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 www.troika.de/business



Versatile transport helper

The Troika Black Bag to Business is a backpack and shoulder bag in one, a quick-change artist to suit the occasion. Equipped with carrying handles and a detachable shoulder strap, with pen loops, a slip pocket and small side pockets, this transport helper has an impressive, elegant design in deep black with a high-quality finish. Made of tarpaulin with waterproof zips, the bag has a capacity of around twelve litres. The shoulder bag is ideal for laptops or tablets up to 13.3" and contains 11 separate, padded compartments. The robust material is splash-proof.

Loss unlikely

Super-small and striking, the latest Slim Wallet AirTag Deluxe from the Zito Lifestyle range makes a big impression. The mini wallet beats any slim wallet in terms of functionality, design and quality. The flat and lightweight design fits in any trouser or suit pocket without being bulky. A convenient coin compartment on the back allows you to store coins, even banknotes fit in without being folded. This mini wallet is equipped with RFID protection to protect valuable cash cards from spying. In addition, an AirTag slot has been integrated so that a purchased AirTag chip can be easily inserted. This means that the wallet can now also be conveniently located using an Apple smartphone. With custom embossing, the brand presence of industrial customers can also be greatly increased.

RFID)))
 credit cards slots

PSI 44064 • Zito Lifestyle Leather & More
 Tel +49 6104 9289286
 info@zitolifestyle.de
 www.zitolifestyle.de

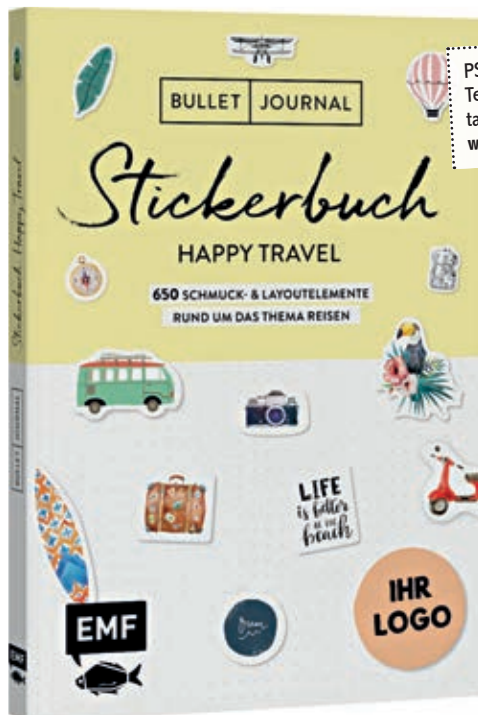




Useful luggage tag

Travellers are on the safe side with the Rominox Card Tool Travel Tag, a practical travel companion in credit card format. This luggage tag from Römer Lifestyle has 30 tool functions and comes with a high-quality case to protect address information, as well as a practical rubberised steel strap. The supplied stickers can be flexibly labelled and attached. Available functions include a bottle opener, four screwdrivers, various hexagonal keys and much more. Römer Lifestyle can engrave the tool or apply doming on request. Packaging and inserts can be customised from 100 pieces. From 5000 pieces, special production with a customised key tool shape is possible. If you just want to give it away, it can be delivered in a standard design from one piece.

PSI 43892
 Römer Lifestyle by Römer Wein und Sekt GmbH
 Tel +49 6541 8129-0
 info@roemer-lifestyle.de
 www.roemer-lifestyle.de



PSI 49982 • Edition Michael Fischer GmbH
 Tel +49 89 2123107-50
 tatjana.bleiler@emf-verlag.de
 www.emf-verlag.de

A range of motifs for globetrotters

Travel diaries, postcards, photo albums and weekly planners can be decorated with colourful stickers: the motifs include popular travel destinations, from beaches and the sea to mountains and sightseeing cities. In addition, the book published by EMF Publishing contains lots of interesting travel information. EMF Publishing can customise content to suit each company and target group. For example, it can emphasise topics such as camping, a continent or a certain world of colours. There is room on the cover for a logo. The EMF team adapts the number of pages and the layout to the customer's ideas and wishes. From inexpensive giveaways to high-quality hard covers – there are numerous possibilities.



Pocket travel snacks

Der Zuckerbäcker delivers the perfect mix as a pocket travel snack. Small but nice is their motto. As a small gift, this snack bag is ideal for bringing sweet joy into the everyday lives of guests and visitors. Filled by hand and packed with love, these snack bags deliver the sweetest promotional message. Customised with your own design, they will bring a smile to the recipient's face with a very personal touch. The snack bags, which can also be customised with other contents, are available in quantities of 100 or more. As a small snack, fruit gum strings or so-called "patience threads" make the minutes of waiting fly by.

PSI 48449 • Der Zuckerbäcker GmbH
Tel +49 7131 8996146
psi@der-zuckerbaecker.de
www.der-zuckerbaecker.de

Safe holiday

For a long time now, SafeReflex has been offering luggage tags that can be attached to a suitcase handle by means of a loop and thus identify the owner. A card can be inserted into the transparent compartment on the back, with the address written on both sides. This way, the luggage tag can be used after a change of address, and can also hold your own business card as a promotional medium. The possibility of printing on the luggage tag means that additional promotion can be added. A carrier card for perfect presentation of the luggage tag is available on request. This offers additional space for promotion. The articles, which are manufactured in Germany with quality-tested, German and Western European materials, comply with the applicable regulations and meet the required specifications of the Supply Chain Act, which has been in force since 2023. Although it initially only applies to larger companies, they are sure to pass on the fulfilment of corresponding guidelines to suppliers and promotional material suppliers.



PSI 46970
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Contact your Expert:

Anja Späker - anja.spaecker@rxglobal.com

created by

 **Media Solutions**

built by RX Austria & Germany





Reliable Charging Capacity

The wall adapter from Promoteus can recharge a mobile phone as well as the original charging device, **or possibly even better**. This adapter gives users a USB connection and a standard Type C connection or a fast Type C connection. The adapter's output is enough to charge two devices simultaneously or one mobile telephone quickly. The adapter's side panels offer a solid printing surface for personal advertising messages with a full-surface CMYK print combined with a LED-backlit logo. The total output of the adapter is 20 watts.

PSI 49627 • Promoteus 1000K0Z, s.r.o.
Tel +420 222932315 • sales@promoteusgifts.com
www.promoteusgifts.com

Easter Bunny Classics – Always a Winner

Sweet Easter presents guaranteed to light up people's eyes are also available from CD-LUX this year. The company conveys sympathy and **emotions to recipients**. No Easter nest can go without a special classic golden bunny from Lindt – regardless of whether it is in the form of a small 10-gram surprise or a large bunny with the typical small bell around its neck. The wide array of CD-LUX products includes promotional gifts with custom prints for any taste and budget. Different premium Easter bunnies or the new Easter present 'Cube' will invite you to snack away.

PSI 45452 • CD-LUX GmbH
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www.cd-lux.de





Design with Potential to Grow

The fountain pen Stabilo Grow and the rollerball pen Stabilo Growball score points with their writing comfort and are **a real eye-catcher** with their high-quality design and three wood colour combinations. The three harmoniously matched colour and wood combinations, blueberry blue and beech wood, moss green and oak, and plum red and cherry wood, show what beautiful environmental awareness can look like. These pens prove that environmental protection does not have to make any compromises when it comes to trendy optics and writing comfort. In addition, there is space for promotional messages on the wood shaft, which can be realised using laser engraving.

PSI 43287 • STABILO Promotion Products GmbH & Co. KG
Tel +49 911 56734-55 • service@stabilo-promotion.com
www.stabilo-promotion.com



For Fans and Professionals

Today, darts are much more than just a trendy sport. 'The game has been established as a leisure sport for many years, also due to the high level of TV coverage', states the company b+a Vertriebs GmbH. As a result, dart boards and arrows have moved into people's hobby rooms, offices and trade shows, too. This **tournament bristle board** weighing five kilos is made out of sisal fibres and produced in England. Paired with tournament darts, it is a valuable set for beginners and professionals alike. The set can be customised by placing understated branding on the board and 4C digital printing on the flights (wings) of the darts. A 4-part catch ring can be added to the set as well.

PSI 48898 • b + a Vertriebs GmbH
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www.promokick.de



-Advert-

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www.vogimport.fr



A Six-pack for Nature

A six-pack is usually associated with either a well-built athlete or six cool blonds. Regardless of which of these comes to mind, the association is positive. Another really positive six-pack in terms of the environment is the Flower Ball Midi from the company emotion factory based in the Black Forest. Sales Director Adrian Rigoni describes the intention behind the new product as a way for the advertising clients **'to do something good for nature six times'**. The midi-flower balls of dirt contain different seed varieties and are packaged for spring and summer in an ecologically sound egg carton made from recycled materials. When you throw the flower balls on the ground, the seeds will quickly flower in fertile soil with a bit of water.



PSI 41016 • Heri-Rigoni GmbH – emotion factory
Tel +49 7725-93930 • armin.rigoni@heri.de
www.heri.de • www.emotion-factory.com

A Smart Design for a Triumvirate

All Good things come in threes: What is true for the Carnival triumvirate from Cologne is also true for the drinkware series Retumbler-myDrinqueo. With this drinkware series, Reflects® from Cologne is again presenting a sophisticated **example of a premium, smart and sustainable design**. This series was designed by the Cologne industrial designer Uwe Spannagel. The high-quality, stainless steel thermos drinkware is CO2 e-neutral through compensation, and all containers are configurable by colour. The cups and bottles are double-walled and have copper vacuum insulation. The thermos cup with a 360-degree cap has a filling volume of 350 ml. The two matching thermos beverage bottles with a practical screw cap can hold 500 ml and 770 ml of liquid.

PSI 42487 • REFLECTS GmbH
Tel +49 2234 99000 • info@reflects.com
www.reflects.com

Sustainable and Gentle Communication

The text marker STABILO Green Boss wins people over with delicate pastel colours and sustainable and trend-conscious advertising. The combination of **quality made in Germany** and sustainability is the perfect choice for environmentally-conscious customers. The design is a real eye-catcher with the black base and colour accents in the ink colours 'hint of mint', 'lilac haze', 'pink blush' and 'touch of turquoise'. The refillable pen comes in two line widths and has water-based ink in pastel colours.

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Less CO₂, less plastic, top performance

The Mini from Austin was small, economical and fit into even the smallest of parking spaces. Developed as a stylish response to the first energy crisis of the post-war era, it showed no traces of austerity though. The Mini was simply enough in every way for a car that you needed to get around and have fun with, low to the ground in a neat package – just like the new DS6 S Mini from Prodir. It is up to 24.4 mm shorter and requires up to 20 % less material than comparable models, which not only makes a lasting difference, but also means it takes up less space in a bag. Its body is not only shorter, but also consists of 100 % recycled ABS, produced **with 40 % fewer CO₂ emissions** than standard ABS thanks to a special process. In this way, its “less” becomes that significant “more”, which a product requires nowadays: less material, less CO₂ and still full performance. Its floating ball 1.0 refill with a lead-free tip and low-emission ink writes and writes – and can be easily replaced. Thus, a rather short pen with a really long life, available in eight fresh standard colours and every special PMS colour upwards of 10,000 units, always in a matte housing. And just to show everyone what a great product they've got, the CO₂ reduction symbol is applied in relief on the DS6 S cap alongside the recycling logo.

PSI 42332 • PRODIR
Tel +41 91 935 5555 • sales@prodir.de • sales@prodir.ch
www.prodir.com



Brings Colour to Dull Day

The new pocket umbrella FARE® 4Kids is great for any kind of fun. Its colourful rainbow design also makes children's eyes sparkle, even on dull days. The springless safety slider ensures **easy and safe use**, and the rounded, enlarged tips prevent injury. Even the tip at the end of the umbrella is rounded so that kids can discover the world in any weather as carefree as possible. In addition, the umbrella features a windproof system which ensures it can be returned to its original position easily and without damage if the wind blows it over.

PSI 43144 • FARE - Guenther Fassbender GmbH
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A LED Table Light for Creating a Nice Ambience

The promotional product multi-specialist Reflects® from Cologne sells a rechargeable table light for indoors and outdoors under the brand Reeves Smart Electronics. It comes in silver or black and creates a **cosy atmosphere** in the evening with a warm white light. The portable lamp with a built-in battery is made of aluminium and splash-proof according to protective class IP54. It can be turned on and off or dimmed to three different levels by the touch point on the bar. It can be recharged using the USB cable or be operated using a mains adapter.

PSI 42487 • REFLECTS GmbH
Tel +49 2234 99000 • info@reflects.com
www.reflects.com



A Year of Tranquillity

Where better to find peace than 'somewhere in the middle of nowhere'? The latest calendar from the publishing house Ackermann Kunstverlag offers this type of tranquillity: 'Remote 2024' conveys the **feeling of deserted destinations**. People's spirit automatically finds peace when admiring the images, giving them a break from the hustle and bustle of everyday life. The calendar offers recipients tranquillity all year long: small time-outs that make the world stand still for a moment and offer relaxation. Promotional impressions are possible for a minimum order of 50 pieces.

PSI 40604 • Ackermann Kunstverlag
Tel +49 89 4512549273 • b2b@ackermann-kalender.de
www.ackermann-kalender.de



5 TAGE

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PSI Supplier Finder 1/23 | Register now



The **PSI Supplier Finder** is a medium that offers real **win-win benefits** – for PSI suppliers and PSI distributors. It's an **important tool for PSI distributors** in their search for the right PSI supplier to suit their individual needs. In addition to product groups with source information for the procurement of products and services, the PSI Supplier Finder also contains a certificate directory with a selection of responsible suppliers in the PSI network, the TOP 150 suppliers in the PSI network, as well as interesting texts in the "Good to know" section. PSI distributors receive a **comprehensive overview** of all relevant information which eases their daily work, consolidated in one medium. PSI suppliers listed in the PSI Supplier Finder can be found easily and quickly by PSI distributors. In order to pave the way for successful cooperation for both groups, particular attention is paid to keeping the details in this directory **up-to-date**. The new edition 1/2023 is currently in the works. Now is the ideal opportunity for all interested **PSI suppliers to update their profiles simply and conveniently via the Online Service Center. The early-bird rates with 5 percent discount apply until 31 March 2023.** Regular deadline for entries is the 11 May 2023. <https://supplierfinder.psi-network.de>

PSI Product Sourcing | Surprising trend

What are the trends on the promotional product market? In line with tradition, to kick-start the year, many **promotional product suppliers** and manufacturers **expanded their ranges** by creative, practical, sustainable and useful promotional message bearers. The PSI Sourcing Team knows which ones. The professionals in matters of haptic promotional carriers advise distributors looking for the right product or promotional product manufacturer for their customers, and hence also provide in-

formation all about the **top sellers** and **innovative trend products in the PSI Product Finder**. Be it in a personal phone call or via online request by email or website – the idea-givers from PSI are situated right at the source. One or two **surprises** also came to light when the requests were **evaluated** in January, with PSI distributor members showing a strong interest in household and kitchen accessories. In the first month of the year, demand for products from that category was greater than for the all-time classics, writing instruments and bags, for instance. Special productions were also way ahead. PSI members wishing to draw on the specialist knowledge of the **PSI Sourcing Team** can do so **by telephone on +49 211 90191-333** or by writing an **e-mail to: productsourcing@rx-global.com**



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PSI Journal

Internationales Magazin für Werbeartikel. Hier finden Sie profundes Know-How für Ihr Werbeartikelbusiness, aktuelle Informationen über Märkte und Unternehmen sowie Themen, die die Branche bewegen. Jetzt alle wichtigen Themen und Termine rund ums Magazin vormerken!

International magazine for promotional articles. Here you will find in-depth know-how for your promotional goods business, up-to-date information about markets and companies as well as topics that move the industry. Make a note of all the important topics and dates for the magazine now!

 Produktthema 1	Produktthema 2	ET	Redaktions-schluss	Anzeigen- / Druckunterlagenschluss
01/2023	Messenuehden PSI 2023	03.01.2023	09.11.2022	18.11.2022
02/2023	Offen, Garten, Hobby und Handwerk	10.02.2023	16.12.2022	18.01.2023
03/2023	Schutz- und Hygieneartikel, Arbeitssicherheit	01.03.2023	21.01.2023	09.02.2023
04/2023	Fashion, Workwear, Caps und Accessories	03.04.2023	18.02.2023	09.03.2023
05/2023	Getränke, Trinkgefäße und Tischkultur	02.05.2023	18.03.2023	06.04.2023
06/2023	Wellness, Kosmetik und Beauty	01.06.2023	20.04.2023	05.05.2023
07/2023	Weihnachten, Präsentsets und Sonderanfertigungen	03.07.2023	20.05.2023	08.06.2023
08+09/2023	Ökologische und nachhaltige Produkte, Veganes	01.09.2023	24.06.2023	10.08.2023
10/2023	Camping, Outdoor, Schirme, Werkzeug und Messer	02.10.2023	19.08.2023	08.09.2023
11/2023	Elektronik, Digitales und Smartphone-Accessories	01.11.2023	19.09.2023	06.10.2021
12/2023	Marine- und Designprodukte, Fair Trade	01.12.2023	19.10.2023	09.11.2023
01/2024	Messenuehden PSI 2024	02.01.2024	11.11.2023	18.11.2023

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 Product Topic 1	Product Topic 2	Publication date	Editorial Deadline	Ad Closing / Printing material deadline
01/2023	Trade Show Innovations PSI 2023	03.01.2023	09.11.2022	18.11.2022
02/2023	Easter, Garden, Hobby and Handicraft	10.02.2023	16.12.2022	18.01.2023
03/2023	Protective and Hygienic Articles, Occupational Safety	01.03.2023	21.01.2023	09.02.2023
04/2023	Fashion, Workwear, Caps and Accessories	03.04.2023	18.02.2023	09.03.2023
05/2023	Beverages, Drinking Vessels and Tableware	02.05.2023	18.03.2023	06.04.2023
06/2023	Wellness, Kosmetik und Beauty	01.06.2023	20.04.2023	05.05.2023
07/2023	Christmas, Gift Sets and Custom-made Products	03.07.2023	20.05.2023	08.06.2023
08+09/2023	Ecological and Sustainable Products, Vegan Products	01.09.2023	24.06.2023	10.08.2023
10/2023	Camping, Outdoor, Umbrellas, Tools and Knives	02.10.2023	19.08.2023	08.09.2023
11/2023	Electronics, Digital and Smartphone Accessories	01.11.2023	19.09.2023	06.10.2021
12/2023	Brand and Design Products, Fair Trade	01.12.2023	19.10.2023	09.11.2023
01/2024	Trade Show Innovations PSI 2024	02.01.2024	11.11.2023	18.11.2023

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Get involved and participate

Bernhard Vogel, the former Prime Minister of Rhineland-Palatinate and Thuringia, once said: “Democracy is not the easiest form of government, because it requires our own personal involvement everyday”. I wholeheartedly agree, in particular, when emphasis is placed on our OWN involvement! The PSI 2023 is the best proof of this for me. We were able to carry out productive talks with members of the German Parliament there and share with them positive insights on our industry. Next year, we will surely also convince members of the European Parliament of the creativity and efficiency of our industry.

Yet we must not let up. We still have to be involved at the national and European level. In every region, there are politicians who are willing to listen to us and support us. But even if we already have numerous friends in the German Bundestag and European Parliament, we need even more advocates who stand up for us. Many members and partner associations in the other European countries agree. And for me it is very clear: excuses don't count, because we have the possibilities and means for more involvement! The associations are better positioned almost everywhere today than they were a few years ago. We have to participate more in political events, inform relevant groups and, to put it simply, we ourselves need to become more active for our cause. This way, we can create more understanding for our industry, our concerns and needs, but also our importance for and contribution to the economy and society.

The economic challenges since the beginning of the Ukraine war – high energy costs, fragile supply chains – as well as legal and fiscal problems in many countries make life difficult on us as an industry. We are aware of this. Yet difficult circumstances are no excuse for being passive. After all, nothing can take away our voices and strength! Let us not let up. Let us cooperate and raise our voice as associations, as the PSI and as entrepreneurs on site, until we have reached our goals. Let us sustain our commitment everyday in order to ensure a successful future for our industry!

Yours truly,



Petra Lassahn
Director PSI



Exhibition Centre Düsseldorf

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Advertising fashionably

The focus of the first of our two thematic categories in the upcoming issue is on promotional clothing. As the successful re-launch of the PSI has shown, promotional clothing is back where it belongs: right in the middle of the colourful and diverse world of promotional products at Europe's leading trade show of the industry. The textile sector is particularly imaginative, multi-faceted and ecologically sustainable when it comes to "hapticals". Always en vogue, it has no reason to shy away from comparisons with "big time" fashion, as it enables high-quality advertising with fashionable designs. We present a selection from the range of textile products "fashion, workwear, caps and accessories". The second thematic section covers new products from the classic advertising segment "office supplies, writing utensils and calendars".

Please already start thinking now about product suggestions for the May 2023 issue of the PSI Journal, which is dedicated to the thematic categories "drinks, bottles and tableware" as well as "promotional products for pets", and send your product suggestions (image and text) by March 18, 2023 at the latest to: Edit Line GmbH, PSI Journal Editorial Office, E-Mail: hoechemer@edit-line.de

SIGG: Traditional, innovative and sustainable



The Swiss company SIGG tradition has been cultivating tradition, innovation and environmental awareness for 115 years. Known all over the world above all for its style icon, the classic Swiss-made aluminium traveller bottle, SIGG wins people over with its collection of products, which leave almost no (advertising) wishes unfulfilled. We convinced ourselves of this during a visit to the Frauenfeld production site.

Promotional products in the international sphere

By means of promotional products, you can advertise boundlessly – in the true sense of the word. They all speak a common language but even so show differences on the international markets. In an interview, Michele Bell from the Advertising Specialty Institute (ASI) talked about market dynamics in North America and surprising trends.



Imprint



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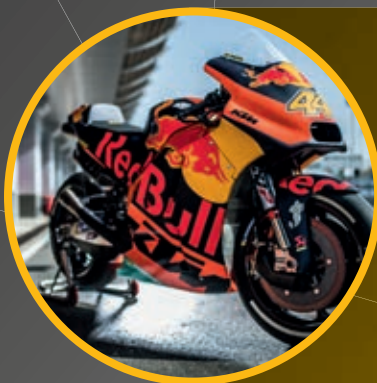
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Our approach is based on Input Stream Management, which for us is using better, less harmful chemicals for the textile supply chain. As a leading sustainability solutions provider, we work closely with chemical suppliers, manufacturers and brands to reduce impact on people and the environment.

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