

JOURNAL



Bernd Koch
Club Cawatte Crefeld
From Vehicle Fleet To
Elegant Textiles



Rolf Daiber
100 Years Of
Gustav Daiber GmbH
A Tradition Of
Constant Innovation

Werbeartikel-Guide
Brands, Premiums,
Green, Fair, Organic

Terminic GmbH
Three-month Calendar
75 Years Old

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RISK ANALYSIS

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EDITORIAL

GOODBYE INTERNATIONALITY?

The first years of the new century were deeply marked by globalization. China was serving the world more and more. Emerging countries such as Brazil were pressing to the fore. The euro was seeking its place among the leading currencies, and anyone who was not getting around internationally exuded an outmoded air. The actors in the promotional products industry too were in Europe, many even travelling around the world.

The euro crisis and the dramatic downfall of some European economies seem to have put an end to all this. Sure, importers are still looking for new things in Asia. What else can they do? But more and more, national and regional offerings are finding their way onto the wish lists of end customers. Have people perhaps got tired of always chasing after the newest and undoubtedly least expensive? The latter would not be so bad. But doesn't the wish for "Made at Home" also smack a little of a wish for security, a security which can never be too ample in such insecure times? Why undertake experiments when time-tested products can be found right on the doorstep?

This may be, and it would certainly be understandable. But for a creative industry like the promotional products industry, this sort of development quickly leads to boredom. We have to go out after all. We have to tank up on creativity so we can pass it on to our customers. What is better than looking around Madrid to see what the Spanish market has to offer – or in Istanbul, Milan or Coventry? The most international shop window around is also indispensable: the PSI. Anyone who wants to stand out in a weak market, as in Spain, for instance – for oneself and one's customers – must look for something special, something that cannot be found right around the corner.

Large and international suppliers argue that you can get everything from a one-stop-shop. Sure, that you can, for these companies do a good job. But is it not important to put your own stamp on your own company? However, this also means having products and custom designs which create a USP on the market. So let us make use of what is time tested, but at the same time take the path to more Europe, to more travelling and more sharing of our experiences. We here in Europe can all learn from one another, but to do so we have to meet. The PSI will create attractive offers which will get suppliers, distributors and consultants "moving" more internationally. So why not hit the road yourself.

Keeping this in mind



Manfred Schlösser
Editor-in-Chief PSI Journal



Manfred Schlösser



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FINE AND SOPHISTICATED

18

Nowadays, high-quality promotional products are in greater demand than ever before. This was also shown by the results of the Promotional Products Monitor of the German Promotional Products Association (GWW). In our Product Guide, we will be presenting to you an array of sophisticated products, which have been made according to the highest of standards. They are appealing not only due to their fancy appearance, but are also highly practical and once again clearly demonstrate that low-quality cheap products are simply not an alternative.



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RISK ANALYSIS: IDENTIFY RISKS, ENSURE QUALITY 8



High quality has long ceased to be a luxury. More and more, it is becoming a necessity. This is because the pressure on suppliers and manufacturers is growing. Regulations are being tightened and punishments increased on the one hand, but also the growing awareness of quality and health among consumers, who are demanding safe products, are forcing us to take action. Therefore risk analysis is a perennial topic – also in the promotional products business.

THREE-MONTH CALENDAR 75 YEARS OLD 82



It is hardly possible to imagine an office today without the calendar and advertising medium which originated 75 years ago. It was then that the three-month wall calendar was born. The occasion was an order by Unterweser Reederei AG to the printing plant B. C. Heye & Co. in Bremen, Germany.

A TRADITION OF CONSTANT INNOVATION 86



The promotional wear specialist, Daiber, celebrates its centenary in 2012. It also represents 100 years of competence in textiles. The company which now operates worldwide was founded in the Swabian town of Albstadt on 1 February 2012. Let's now look back at the company's history over the past century.

FROM VEHICLE FLEET TO ELEGANT TEXTILES 92



For more than 40 years now, Club Crawatte Crefeld, CCC for short, has stood for custom-tailored corporate design. One of the people who have helped shape the path of the company in becoming one of the leading producers of textile accessories is Bernd Koch. Trained as a forwarding agent, he has been working at CCC since 1998 and has held the position of managing director for the past ten years. With his excellent grasp of the current trends and entrepreneurial foresight, the company's fate is in safe hands.



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COFFEE BREAK!

Who hasn't seen it before? Smartly dressed people on their way to work – with a cappuccino “to go” in their hands. The quick coffee indulgence is a real trend. The traditional drink has been incredibly popular for quite some time. Germans drink an average of 160 litres of coffee each year. An impressive statistic given that coffee is touted as an unhealthy pick-me-up. It is argued that the rich brown, aromatic beans damage the heart and have diuretic properties. However, more and more studies are disproving the myths surrounding the “harmful” drink. As the newspaper “Die Welt” announced in a recent article, coffee has even been shown to have a positive effect and protect against chronic diseases such as diabetes and Parkinson's. Thus, healthy people can grab a coffee without hesitation, as long as it is consumed in moderation. The industry offers a range of practical and attractive products for all lovers of strong espresso, frothy latte macchiato and aromatic cappuccino. Let yourself be inspired by a selection.

LOW COST PROMOTIONS

Are you looking for low cost promotional items?

Mid Ocean Brands has a collection of promotional products perfectly suitable for big promotions. The range offers large stock availability and great branding possibilities at the lowest price available.



Discover our Low Cost Promotions items collection (page 71 - 89) and over 1200 promotional gifts in our New Catalogue GIFTS 2012.

Mid Ocean Brands is an international company with more than 40 years of experience in our industry. We are a leading importer and wholesaler of business gifts and premiums, supplying a product range of approximately 3,000 different promotional items. The company is present all over Europe with 8 regional offices and 3 strategically located logistics and distribution centers in the Netherlands, Spain and Poland. Mid Ocean Brands can also personalize your promotional items with your company logo. A team of experts, offering printing services across several countries, will advise you on the best way to personalize your gift.

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CALENDARS – THE APPEAL NEVER CEASES

The 2013 calendar season has commenced. New humorous birthday calendars, practical timers and picturesque art and photo calendars are once again rolling off the production lines of the “calendar craftsmen”. We asked Corinna Reum from Korsch Verlag which calendar models capture the contemporary spirit.

Do electronic media pose a threat to the future of calendars?

The picture calendar is resistant to competition from electronic calendars, as its prime function is not to serve as an organisational tool, but rather as a wall feature or decorative element. This is not the case with appointment or book diaries, which are mainly used for organisational or planning purposes. Based on my observations, the trend has shifted towards electronic media

in this segment. At the same time, however, a move in the other direction towards high-quality, beautiful notebooks and diaries has also been observed in this segment. The pleasure of writing with fine pens in quality calendars and notepads appears to be growing.

Korsch Verlag consistently offers a diverse and varied programme of calendars. How do you capture the trends of the new calendar season year after year?

Korsch Verlag's calendar range is represented in both the specialist retail and B2B area. Calendar trends are witnessed firsthand through sales in specialty stores. Here, the consumer clearly shows us where the interest lies. Furthermore, we regularly carry out extensive surveys among specialist distributors and in

the promotional products sector. The impulses for new innovations thus come largely from the consumer directly – impulses which are then implemented professionally in-house by our creative specialists.

Can you already give us a small taste of what to expect? What does the “calendar trend 2013” look like?

The 2013 calendar program is already finished and 80 per cent of the calendars are ready and available for delivery. This is what we can reveal right now: fantastic printing techniques and an exquisite selection of images ensure that the new Korsch picture calendars will be a true feast for the eyes. Let yourself be surprised and order a copy of our catalogue.

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The assessment of risks along the supply chain is a balancing act between responsibility and profitability. The quality all too often comes off second best.

RISK ANALYSIS ALONG THE SUPPLY CHAIN

IDENTIFY RISKS, ENSURE QUALITY

High quality has long ceased to be a luxury. More and more, it is becoming a necessity. This is because the pressure on suppliers and manufacturers is growing. Regulations are being tightened and punishments increased on the one hand, but also the growing awareness of quality and health among consumers, who are demanding safe products, are forcing us to take action. Therefore risk analysis is a perennial topic – also in the promotional products business.

You can hardly talk to anyone in the industry, whether they are suppliers or distributors, without the subject of quality coming up at some point, usually in connection with current or recent trouble with manufacturers in the Far East, or even with one's own suppliers in the industry. Perhaps the most effective incentive for more responsible production is the latent fear

of the worst case scenario, involving severe harm to large numbers of people due to defective products. There is still some naiveté on this score, but the fear of the consequences is rising, for it is a justified fear of ruination. "If something should actually happen ..." – fewer and fewer companies want to assume this responsibility, especially since many would not commer-

cially survive such a case. This is a serious topic which is unfortunately still coming up again and again. And it is also a reason for us to become aware of the most important risk factors along the value-added chain, in the hope of being able to eliminate them sooner or later. In the process, we take a look not only at safety risks, but also at the business-related risk factors.

OVERVIEW OF RISK ANALYSIS

PRODUCT RISK ANALYSIS

Objective

- To identify unsafe / safe products
- To identify legal or optional requirements
- To implement suitable quality assurance measures

Risk factors

- Product group
- Design
- Materials
- Proper use, foreseeable improper application

TIME-RELATED RISK ANALYSIS

Objective

- To identify the time available

Risk factors

- Contractual agreements
- Advertising
- Competitors

RISK ANALYSIS MANUFACTURERS AND SUPPLIERS

Objective

- To identify primary and secondary suppliers
- To identify critical and uncritical suppliers
- To reduce business dealings with critical suppliers
- To train and build up critical suppliers
- To expand business with uncritical suppliers

Risk factors

- Geographical origin
- Raw materials management
- Equipment, production process
- Workers, training, child labour, environmental protection

RISK ANALYSIS SPECIFICATIONS

Objective

- To identify legal requirements
- Export and import regulations
- To identify customer specifications, public opinion
- To implement suitable quality assurance measures

Risk factors

- Legal requirements
- Customer specifications
- NGOs / general public
- Product quality

Source: Intertek Holding Deutschland, www.intertek.com

Only those who know what to watch out for and where errors can sneak in will be able to avoid these risks effectively.

DEFINE RISKS

Anyone who talks to employees of test institutes or certification companies soon realizes that risks are not a matter of fate, but that product groups and materials can be assigned to probability categories which already suggest increased risk. Here we can roughly say that the closer the product comes to the body, the higher the potential risk emanating from it. Materials can also be classed according to hazard levels. Here chemicals and their preparations take the top places on the scale (see Fig. on page 10). As the figure below shows, the risk groups can be further broken down. This makes it possible to identify safe and unsafe products.

START BEFORE PRODUCTION BEGINS

A manufacturer can eliminate many risks right at the outset by having the product


designed by a professional product designer. This is because professional designers ensure that all requirements related to safety and conformity are already fulfilled in the design process. Design also turns an idea into a marketable product and is an essential factor in the emotional decision to purchase a product. Hence good design creates a USP and is also an important step on the way to safe products. All designers and manufacturers should consider during product development whether the product can only be used in the intended manner. Foreseeable improper uses must be prevented. If nothing else, the proper use must be ensured by providing operating instructions or a product information sheet. It goes without saying that a product must meet legal requirements and the level of quality stipulated in advance with the customer. Reference samples from this phase can ensure conformity later. By the same token, documents should be checked in

this phase to ensure that they are valid, genuine and complete. Manufacturers must be scrutinized even before production begins. Are they up to fulfilling the order? Can they prove that they have sufficient experience and expertise? Often the location and environment of the production facilities, treatment of workers, raw materials and sustainability aspects can be indicative of what sort of quality, reliability and delivery capacity can be expected from a producer. So ask whether capacities are sufficient, also when larger quantities are ordered and a shorter delivery period has been promised.

MINIMIZE PRODUCTION RISKS

Risks will start turning up during production from the very start. Questions that come up during this phase are: Are deadlines and quantities clearly stipulated? Which chemical, electrical or mechanical risks could arise from the products themselves and which could arise in the course of the


PRODUCT RISK ANALYSIS



| | ORIGIN | PRODUCT GROUP | MATERIAL |
|---|------------------|-----------------------------------|---|
| C | Non-EU countries | Food | Chemicals, preparations |
| B | | Food contact Body contact | Plastic, soft, hard Silicone, rubber, latex Textiles, leather |
| A | EU countries | Toys Electrical Accessories | Glass, ceramics Metal Brass, copper, aluminium, chrome Stainless steel |

Source: Intertek Holding Deutschland, www.intertek.com

PRODUCT GROUP RISK ANALYSIS



| | PRODUCT GROUP |
|---|--|
| C | Food, fodder Paint, dye, adhesives Cosmetics, body care, preparations Commodities which come into contact with food, electrical Commodities which come into contact with food, not electrical |
| B | Objects which come into contact with the skin for long periods Toys, textiles, shoes Household items, DIY products, electrical Household items, DIY products, not electrical Computer accessories, video and audio accessories, battery-operated devices |
| A | Sports, camping, leisure time products, garden product, not electrical Furniture, outdoor furniture Writing materials, bags, suitcases, backpacks, umbrellas |

Source: Intertek Holding Deutschland, www.intertek.com



Danger lurks in all stages of the supply chain, especially when products are manufactured in third world countries: Faulty equipment, unsafe workplaces, child labour, but also the irresponsible use of chemicals and pollutants.



production process, and how can you get a grip on them? Decisive here is, among other things, the state of the equipment – it should be clean and functional. Also, much that we take for granted often needs to be clarified, such as whether there is enough energy available. The workers can pose a big risk. Especially in low-wage countries or where large fluctuations in the labour market prevail, people are often unable to perform the required tasks because they do not have suitable training. Social conditions can also affect products. Exploited, overworked or sick workers in unhealthy surroundings will not be able to concentrate as well, which will show up in their work. Contracting companies must keep an eye on product quality, the presence and handling of hazardous materials and safety aspects throughout the entire production process. And how do things look with regard to REACH and RoHS?

RISKS AFTER PRODUCTION

When the order is finished, it will become apparent whether all requirements concerning quantity and quality have been fulfilled.

Now the goods must be packed, correctly marked and, if necessary, appropriately stored and prepared for transport. Inspecting the documents is very important in this regard. The same risks apply to processing as to production. During transport, attention must be paid that the goods are loaded accurately in suitable means of transportation and are protected from damage. They must be well secured and may not become soiled or damp during transport. Another important question is whether the goods arrive at their destination undamaged, complete and on time. Then they must be properly unloaded, stored and secured against theft and contamination.

RISK ANALYSIS IN THE TARGET MARKET

When the goods arrive in the EU, distributors face a whole bundle of duties which have only recently been exacerbated by the new Product Safety Act. Here distributors are responsible for ensuring that their products fulfil legal regulations and the criteria of product safety. Waste disposal must also be attended to. If distributors fail to

meet their responsibilities, they will bear full liability. In the event that a distributor is held liable for defects or damage to health or the environment, it may be necessary to question the profitability of the entire project. It may already be too late to implement the new provisions related to product labelling in this phase. Possibilities of labelling should already be considered during the development phase, especially with small and complicated products. <

FURTHER INFORMATION

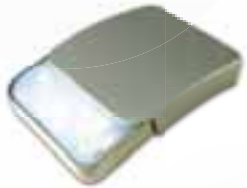
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ECHA LAUNCHES C&L INVENTORY**CATEGORIZATION OF CHEMICAL SUBSTANCES**

The European Chemicals Agency (ECHA) has published a new categorization and labelling index (C&L Inventory). The database includes information on more than 100,000 chemical substances. The



information clearly shows whether a substance is dangerous and can cause damage to health or the environment. Therefore, it is now possible for small firms, in particular, to more easily categorize substances and alloys. The categorization and labelling index is available at the internet site of the ECHA:

<http://echa.europa.eu>

WORKING HOURS**HARD-WORKING GERMANS**

The cliché of hard-working Germans apparently did not come out of thin air: German employees work much longer than their colleagues in most other EU countries. This was reported by the news station n-tv on its website and relates to an analysis by the Paris-based economic research institute Coe-Rexecode. According to the study, Germans spent an average of 1,904 hours at their workplace in 2010. By comparison, French employees and workers only worked 1,679 hours. Other EU countries such as Great Britain, Spain and Italy are also far behind Germany when it comes to their average working hours. People work considerably more in countries such as Romania (2,095 hours), Hungary (2,012 hours) and Greece (1,971 hours).

MARKETING**ONLINE ADVERTISING TAILORED TO GENDER**

A study by InteractiveMedia offers useful information for companies in the promotional products industry that focus on online advertising. The analysis of the telecom marketer determined clear differences with regard to the gender-specific perception and effect of online advertising and thus created the preconditions for even more promising format design. According to InteractiveMedia women value aesthetically designed, integrated advertising concepts with emotional components. Therefore, the marketer recommends designing display ads aimed at female internet users in a visually appealing and harmonious manner. For the male target group, the distinction between internet content and advertising is very important when it comes to online advertising. Furthermore, they value their personal decision-making freedom more than women, for example in the case of content overlaps. According to the recommendation by InteractiveMedia, classical display advertising formats for male target groups should therefore contain clear advertising messages and offer transparent means to control them.

**CORPORATE START-UPS IN THE G-20 COUNTRIES****POOR CONDITIONS IN GERMANY**

The starting conditions for company founders are much more difficult in Germany than in the other G-20 countries according to the current Ernst & Young study "Entrepreneurs speak out – A call to action for G-20 governments". In the study, 22 per cent of the surveyed German firms indicated that they find the best conditions for a corporate start-up in their own country. The average for the G-20 countries is 35 per cent. One reason for the sceptical attitude of German entrepreneurs is the high tax burden on the start-ups. In this regard, Germany offers below-average conditions by international comparison and accordingly landed in place 13 in the survey. In Germany, the "start-up costs" are also high: With nine administrative procedures required to establish a new firm, Germany lies far above the average of 5.7 in comparison with other industrial countries. Altogether, Canada by far offers the best overall conditions for entrepreneurs. According to the study, this is also reflected by the number of actual corporate start-ups. For example, the number of start-ups in Canada and Great Britain is nine times higher than in Germany. Only in some emerging markets such as Mexico and Argentina is the number of newly founded firms even lower than in Germany. 1,000 start-up entrepreneurs from all G-20 countries took part in the study "Entrepreneurs speak out – A call to action for G-20 governments".

KERRY GUM

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MARKETING MIX**FAIRS ARE IMPORTANT FOR B2B COMMUNICATION**

Fairs play a large role in the marketing mix of companies. According to current fair trends of the Association of the German Trade Fair Industry (AUMA), fairs are of even greater importance to companies than sales force activities. Regarding B2B communication, they come in second behind the website. According to a survey, nearly one third of the responding companies wish to invest more money in their own trade fair presentations this year. The attractiveness and quality of the fair stand play an important role here. All further results of the AUMU trade fair trend can be found at www.auma.de. <

ECONOMIC GROWTH**BOSSSES STILL PESSIMISTIC**

The chief executives of the world's largest companies still have little hope for overall economic growth. This was revealed by a current study by the auditing and consulting firm PricewaterhouseCoopers (PwC). According to the study, almost half of the 1,258 surveyed top managers are expecting the global business climate to sour in the coming twelve months. Only 15 per cent are expecting a friendly economic development. However, the



global economic elites give surprisingly optimistic forecasts for their own firms: nearly four of ten respondents are expecting increasing revenues in the year 2012. A further evaluation of the study shows that this figure even increases to 47 per cent for the next three years. PwC publishes the study annually. <

FORECAST FOR 2012**A GOOD YEAR FOR THE ADVERTISING MARKET**

The global advertising market is expected to gain further momentum this year. This was reported by the portal for marketing, advertising, and media horizont.net and relates to a forecast of the American consulting firm Strategy Analytics. The study shows that global advertising expenditures are expected to increase by 4.9 per cent to US-\$ 465.5 billion by 2012. Regarding the different media genres, there appears to be a ray of hope for print media. According to the forecast, printing expenditures are supposed to increase by half a percentage point worldwide. As for TV, the experts forecast a global increase in spending of 5 per cent. Other traditional formats such as cinema, outdoor advertising and radio are expected to increase by four per cent. Global online advertising will increase in 2012 by 12.8 per cent to US-\$ 83.2 billion, which accounts for 18 per cent of total expenditure. Online advertising is also expected to significantly increase, in particular because the emerging markets are providing more money for advertising in social networks and online videos, says Ed Barton, Director of Digital Media Strategies at Strategy Analytics. <

**COMPETITIVENESS IN GERMANY****UNIT LABOUR COSTS STILL VERY HIGH**

The salary level in German processing industries has not increased since 1999. Nevertheless, the country still has the fifth highest unit labour costs by international comparison. This was revealed by calculations of the Institute for Economic Research (IW). According to the study, the other large European countries Great Britain, France and Italy are indeed more expensive than Germany. However, additional important suppliers of industrial goods have significantly lower unit labour costs. In the USA and Japan, for example, the costs are approximately one-quarter less than those of German industries. Altogether, the foreign competition has a unit labour cost advantage of 12 per cent according to the report. The unit labour costs reflect how much must be paid in wages – including non-wage labour costs – for a product or a service unit. <

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BRANDS AND PREMIUMS REFINED AND GOOD

For a long time, brand products have been an indispensable part of three dimensional advertising – with growing success. Because well-known labels signify quality, inspire trust and guarantee acceptance – characteristics, which endow an advertising message with longevity.

Please allow us to begin this presentation with a familiar, although slightly modified, quotation of the poet Goethe: "Helpful be the promotional product, refined and good." Well, in an ideal world at least; although the real world is fast approaching this ideal. Because the realization that good quality finishing, usefulness and an attractive appearance of a product promote a product far better and more lastingly than goods that are naff and cheap is spreading among the decision-makers of the marketing sector. And if the quality of a product is also backed by a renowned label, the advertising message is bound to be a winner. Today, high-quality promotional products are in greater demand than ever. And in a lot of cases, the backing comes from a strong brand. The industry understood early on that their products can also be used as excellent advertising media. One of the associations, the German working group for promotional products (Arbeitskreis Werbemittel, AKW), is particularly dedicated to this task. The following pages will show you how many opportunities are created when a brand product is used as a promotional product, how much added value this can give you and how versatile this strategy can be. <



VISIBLE RECOGNITION

Whoever wants to motivate his employees or give them recognition for their work does not always have to reach deep into the company's coffers to do so. Often it is the small things or tokens of appreciation that mean the most, like for example, the motivation mirror from team-d. The high quality design product with the imprint "Life is too short to be scared" is not only unusual, but it also motivates people to cope with the insecurities in their daily lives. Team-d indicates the size of the mirror is 45 x 25 centimetres. The magnetic diver can be placed anywhere on the metal surface.

44186 • team-d Import-Export Warenvertriebs GmbH • Tel +49 7181 989600
info@team-d.de • www.team-d.de

HARD OR SOFT?

The Bredemeijer Group has added new, and above all, interesting products in its catalogue for 2012, including among others an egg timer which can be set to either the cooking time for hard or soft boiled eggs. The body of the timer is made out of rust-proof stainless steel; the timer has a minute display on both sides; and it has a slip-free knob. The highlight of the timer is its sand colour and any colour can be chosen for orders of a certain number of units. The product is perfect for placing a logo on it by means of different techniques such as printing or engraving. This is also true for the other new products of the Bredemeijer, Leopold and Zilverstad brands, which are all sold by the Bredemeijer Group. The Leopold Vienna collection includes all the products related to bar, wine, kitchen, grill, coffee and tea. Zilverstad covers products in the silver plated gift ware segments, including picture frames, products for children and tableware. On the other hand, the company Bredemeijer specialises in the supply of high-quality tea accessories and the trendy For-Life-Concepts. Thus the group's product line includes a successful combination of products that fulfil different customers' requirements.

43702 • Bredemeijer Group • Tel +49 491 45417915
info@bredemeijergroup.com • www.bredemeijergroup.de



INDIVIDUALITY IS THE KEY

At B&C in 2012, the focus is on the new Rebel Collection, which is strikingly different with its cheeky, individual cuts, fresh colours and stylish outfits. Moreover, B&C has seen to it that the items of clothing are equally available to both sexes. The styles are marked by their modern, figure-enhancing cuts. A careful selection of materials and the outstanding workmanship ensure that the items are easy-care and durable.

45235 • B&C – The Cotton Group S.A./N.V • Tel +32 235 21100
info@bc-collection.eu • www.bc-collection.eu

-Advert-





HIGH-QUALITY AND SAFE

The company Gimex sees itself as a competent partner when it comes to high-quality products made of 100 per cent melamine plastic, polycarbonate or other plastics. The products are manufactured on the company's own tools, with non-standard products according to the customer's request being among its strengths. Customers are supported by competent employees from the product idea through to the finished product. Gimex products comply with the current EU Commission directives. In addition, certificates from well-known authorities, such as TÜV and SGS, confirm the high safety standard of all the products. The Gimex company is a member of the Chamber of Industry and Commerce and the trade association pro-K.

47578 • Gimex Melamin plus GmbH • Tel +49 2204 402922
gimex@gimex.de • www.gimex.de

DEFYING THE COLD

In the cold season, attending a football match can become an uncomfortable affair for fans if the seats are freezing cold. Relief is provided here by the high-quality, patented Superhotpad thermo-cushions from Boschagroup. With the option of applying any design to the bags with elaborate logo embroidery, they are ideal advertising media for sponsors and clubs. In this way, the Superhotpad provides benefits for the user while simultaneously meeting the demands of an effective promotional product, making an ideal combination. On orders of 250 units upwards, the product can be supplied with a customized logo and colour.

41855 • Boschagroup GmbH & Co. KG • Tel +49 9222 600
service@boschagroup.com • www.boschagroup.com



READY FOR THE EUROPEAN CHAMPIONSHIP

For all football fans, the year 2012 will be very much marked by the European Championship, which is being held in Poland and Ukraine. That means flying the flag of your own or your favourite team, such as with the Pen Drives of the Goodram brand. A variety of models from Wilk's own brand are available, all printed with football motifs and, if required, with the customer's logo. The popular Twister can also be supplied, as of now, with the official emblem of the European Championship and a promotional message. The experienced design team at Wilk is happy to help with the design.

47688 • Wilk Elektronik SA • Tel +48 32 7369000
sales@wilk.com.pl • www.goodram.com



-Advert-





New and brave.

Hold on to solid things. ES2, the first pen with a metal clip, lights up with transparent neon colours.

ES2





DOUBLE EFFECT

Carefully selected gifts for customers are a sign that they are valued very much. The gift specialities from the Swiss company with a long-standing tradition Lackerli Huus are the ideal choice for being remembered by customers and business partners or for just for saying thank you. The nice advertising mediums get across your message via the senses, in other words it is form of advertising that has a double effect. The treats from Lackerli Huus guarantee that everyone will keep talking about the company doing the advertising, whether at events, trade fairs, or employee events.

48595 • Lackerli Huus AG • Tel +41 61 26423
info@laeckerli-huus.ch • www.laeckerli-huus.ch

COLOURFUL NOTES

Who says that work clothing has to have an outmoded, mundane look? Certainly not the designers at Hultafors: with the workwear of the Snickers brand, plenty of colour has been brought into play. Effective immediately, tradesmen have the option of wearing their clothing in chilli, ocean or olive. But the creative minds have not only thought of trendy colour nuances; when it comes to functionality, the trousers, jackets, sweatshirts and T-shirts leave nothing to be desired. Once again, Snickers Workwear proves that it is among the absolute trendsetters.

46478 • Hultafors Group Germany GmbH • Tel +49 5228 9570
info@hultaforsgroup.de • www.hultaforsgroup.de



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TEN NEW DESIGNS

No fewer than ten new designs can be found in the current range of BagBase, Beechfield Brands' own label. Three of them have completely new processing features, including easy-to-print styles in PU. Moreover, the colourful line of bags introduces the new Key Colours concept, which makes up part of its large product range for 2012. Included in the selection again are also items in retro style (such as reporter bags) and travel bags with a timeless appearance.

46002 • Beechfield Brands Limited • Tel +44 161 7629444
sales@beechfield.com • www.beechfield.com • www.bagbase.com



HOW ABOUT A COOL BEER?

It won't be long before the first garden, grill and balcony parties begin. Then it would be good if you could offer your guest a really cool beer from a party keg. The new insulation box Free XS from the company ants & friends GmbH works really well with its excellent insulating capability. A five litre keg that has been previously chilled can be kept at the optimal temperature for a long time: for example, it can be kept cool for up to five hours with an outside temperature of 25 degrees Celsius. The plastic known as EPP was used to make the box because it is water resistant, easy to clean and is suitable for use with food and beverages. The box can be individualised by means of doming and the colour can be specially selected according to the wishes of the customer.

48545 • ants & friends GmbH • Tel +49 421 64369919
lambertz@antsandfriends.com • www.antsandfriends.com

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AN EFFICIENT KITCHEN ASSISTANT

At Lehoff there is a kitchen aid for sale that guarantees that your lovely cake or delicious dessert will turn out just as you had hoped. The appliance that goes by the name Kitchen Aid Classic became a sales hit a long time ago because of its versatility, excellent workmanship and distinctive design. It comes with a dough hook, a flat stirrer and an egg whisk and is thus perfectly equipped for any job. The stainless steel bowl that has a holding capacity of 4.3 litres is absolutely hygienic because it is easy to clean and 100 per cent rust-proof. Lehoff indicates that its dimensions are 35.2 x 35.7 x 22.1 centimetres.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070
 info@lehoff.de • www.lehoff.de

HAPPY TARTS

Make and stay in contact with customers with style and appreciation. The delicate snack tart from Kalfany Süße Werbung, with its delicious chocolate or caramel cream filling, delicate chocolate coating and accompanying holiday candle, is the perfect medium for actively getting new customers and successfully keeping existing customers. The personal Happy Tarts (each 32 grams) come with a candle which is available in six different colours. The sweets are sent to the customer in an advertising combo pack, which can be individually designed. The dimensions of packaging are 92 x 27 x 41 millimetres.

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



PREMIUM MEAT AS AN EXCLUSIVE GIFT

Gift platters from Gourmetfleisch.de are a gift that reflects fantasy and open-mindedness. These platters are an exclusive assortment of fresh and exquisite meat specialities from around the world that have been packaged professionally and are sent to the customer. Special packaging with an active cooling system guarantees that the meat is always kept cold while in transit. It is delivered within 48 hours and within 24 hours if sent by express delivery. Say goodbye to boring conventional give-aways by ordering these lavish presents from Gourmetfleisch. Gourmetfleisch.de is affiliated with all the important certification and quality assurance systems in Germany (ISF – International Food Standard, DLG – German Agricultural Society) and therefore it guarantees the highest quality meat.

48469 • Gourmetfleisch.de • Tel +49 2166 968649
 ml@gourmetfleisch.de • www.gourmetfleisch.de

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FLORAL DECOR

The Luxembourg Series in the latest Cacharel Collection from Plastoria includes a wide array of products that get their special appeal from the floral décor on them, which was inspired by the famous Luxembourg Garden in Paris. One of the highlights is, without a doubt, the earphones that have high technical quality and an attractive design. The other products from Plastoria, which ensure an optimal listening experience, can be combined really nicely with other accessories and they also come in an elegant Cacharel gift box.

40637 • Plastoria S.A. • Tel +32 2 5219782
 info@plastoria.be • www.plastoria.be

PURE ENJOYMENT

Wellnuss Premium Snacks guarantees crunchy nuts, fruity dried fruit and tempting chocolate. All 18 varieties will impress you with their premium quality and stylish treats, whether you enjoy them individually or in a clever combination. They come packaged in elegant small bags with a viewing window and the small bags are then placed in a premium box made out of birch wood. Nicknames like “Lucky charm”, “Energizer” or “A massage for your soul” ensure that you will score extra popularity points with your customer. A customer logo can be branded on the cover of the birch wood box as requested.

48508 • wellnuss Premium Snacks GmbH • Tel +49 40 18073158
 kontakt@wellnuss.de • www.wellnuss.de



THE IDEAL COMPANION

When you are taking a walk at night, on your way home or at a garden party you need a powerful light at your disposal but you also don't want to be weighed down by its weight. The lightweight lamp from Ampercell that goes by the name of Rainbow is the ideal companion to take along because it only weighs 300 grams. And yet this durable lamp, which guarantees good lighting on your garden table, can do even more. With its six white LEDs it not only gives off a lovely soft outdoor light, it can also be adjusted to a program where the colour of the light changes on a regular basis. The coloured lights depict the entire range of the rainbow and they change from one colour to another in a smooth gliding changeover. The coloured lights can illuminate for up to 65 hours.

42333 • Ampercell Vertriebsges. für elektrotechnische Erzeugnisse mbH • Tel +49 6171 704 10
 info@ampercell.com • www.ampercell.com

-Advert-





EXCLUSIVE EYE-CATCHERS

As a result of cooperation between the company The Box and the Italian enterprise Nuova, six new, exclusive series of tins by famous designers have been included in the current range and can rightly be classed as true eye-catchers. The tins in designs from Maitres Chocolatiers, Coffee, Les Fruits Botaniques, Route des Thés, Paris and Tea Company follow seamlessly on from the existing Nuova R2S range, meaning they go perfectly with the teacups, mugs, bowls and other products from the series.

46429 • The Box B.V. • Tel +31 55 3603851

info@theboxnl.com • www.theboxnl.com



BE A PRINCE FOR ONCE

The German Prinzenrolle brand of biscuits had its victory celebration a long time ago and has since become one of the most popular brands of biscuits in Germany. The company Magna sweets is now selling the original mini-Prinzenrolle biscuits in a hexagon-shaped, advertising cardboard box. Five of the delicious biscuits come inside the original packaging and are then placed inside an additional cardboard box that can have an advertising message placed on it.

41617 • Magna sweets GmbH • Tel +49 8146 99660

info@magna-sweets.de • www.magna-sweets.de



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WHEN ONE GOES ON A JOURNEY...

The Odysée Collection from Nina Ricci, which is available from Plastoria, a company from Belgium, gets women's hearts beating even faster. The prestigious luggage series is made completely out of leather and will win you over with its classic design. The document folder in the series is perfect for using when travelling with tablet computers and small accessories. A larger version is available for a laptop. The trio is made complete with the spacious travelling bag. All of the bags have a zipper compartment and an extra compartment on the front for putting small documents inside.

40637 • Plastoria S.A. • Tel +32 2 5219782
info@plastoria.be • www.plastoria.be

PERFECTLY ILLUMINATED

If workers can see well, they can work better and ergonomically. Topico thinks so too and is presenting a LED desk lamp called Illumination which will illuminate your work desk optimally. 25 white light emitting diodes guarantee excellent illuminating power and the flexible arm with lights means that you can move the light to exactly where you need it. The intensity of the light can also be adjusted to your needs thanks to the built-in dimming function. The lamp responds by touching the base and it can be turned on and off with your fingertip.

44327 • Topico Handels-GmbH & Co. KG • Tel +49 421 6965470
sales@topico.de • www.topico.de



A TASTY BREAD TO ENJOY

Who doesn't love the smell of freshly baked bread? With the present set from Römer this can be easily done in your own home because in it there is a beautifully packaged baking mixture (500 grams) for home-made bread. Also included are spices, a glass of olives, and a high-quality bread cutting board made out of beech wood, as well as a grille insert and a recipe. Its black gift box packaging turns the set into a real attention-grabber.

43892 • Römer Wein und Sekt GmbH • Tel +49 6541 81290
info@roemer-praesente.de • www.roemer-praesente.de



-Advert-

Tailor-made promotional gadgets

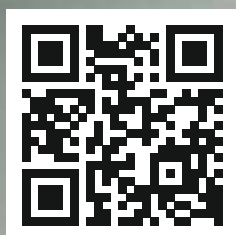


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FILIGREE TYPEFACE

Whenever filigree typeface is needed, the triplus fineliners from Staedtler will serve you well. In the practical, stand-up triplus blackbox, four writing utensils in the colours black, blue, red and green are combined. Thanks to the 20 available ink colours, however, the set can also be custom filled according to the customer's request. The fineliners have an extra-fine, metal-clad tip (0.3-millimetre line width) and their ergonomic, triangular shaft provides for easy, completely effortless writing. Even if the lid is left off for days on end, they do not dry out. The ink washes out of most textiles. Advertising can be printed onto a label on the box or directly onto the pens.

41108 • Staedtler Mars GmbH & Co. KG • Tel +49 911 936514
 info@staedtler-promotional.de • www.staedtler-promotional.de

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48421 • Prime Print Group Ltd. • Tel +44 1623 499949
 sales@primegroup.co.uk • www.primergroup.co.uk



XX METMAXX®



BRIGHT MESSAGES

A high quality LED light from Metmaxx is now available from Spranz. According to Spranz, it is an exclusive brand and series throughout Europe which has superior stylistic elements, exclusive packaging, reliable quality and an optimal price/performance ratio. Optical cooling fins, a protected advertising space and a Cree 3 watt brand-name LED turn the compact light with the product number 655 into a top product. It features an optical focusing lens, an infinitely adjustable concentration of light and three control modes. The control modes can be set at 100 per cent, 50 per cent, or at the warning light/strobe light option. The light shines from all sides, has a splash-proof aircraft aluminium body, and comes with a shoulder case and batteries.

41462 • Spranz GmbH • Tel +49 261 98488-0
 info@spranz.de • www.spranz.de

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TO MAKE YOUR APPETITE GROW

The company Ben Robertsens is selling sweet treats such as a nougat cake with an image on it and other small edible presents that have a logo on them – all packaged with loving care. The owner of the company and confectioner Christian Sens procures the edible photos from “Sugar-Art-Torte, Bild Worte”, a specialist for edible prints that come in all shapes and sizes. The real speciality of the pastry chef from Sachsen, Germany is a pyramid shaped cake comprised of different layers, which is non-perishable for up to three months even without refrigeration. It is created to taste delicious even on the last day. Samples are available from www.ben-robertsens.de

48543 • Ben Robertsens Deutschland e. K. • Tel +49 37601 3355
 info@ben-robertsens.de • www.ben-robertsens.de

A NEW MEMBER OF THE FAMILY

Besides the successful models Beo and Delta, the company burger swiss pen AG is also introducing another retractable ballpoint pen to “swiss pen’s” brand family: the Beolino. This new model with a plastic tip is being sold in an attractive price segment and embodies all of the familiar strengths of burger swiss pen products, such as the long-lasting ink refill cartridges that can write up to 6,000 metres. Beolino is available in two opaque colours and in seven attractive colours with a high gloss polished surface. Imprints placed on the clip and shaft guarantee that you will have a large area for getting your advertising message across.

45956 • burger pen AG • Tel +41 26 4959470
 info@burgerpen.com • www.burgerswisspen.com



A CLASSIC WITH CULT STATUS

Throughout the entire world children love to have fun with soap bubbles from Germany. They love playing with the popular bubbles brand Pustefix from the company Success and this brand has long since become a modern synonym for an entire genre. The yellow bear blowing bubbles on the blue background has been a cult brand since 1948 and it is suitable for the spirit of any era. What is more, Pustefix is one of the Germany’s largest export hits, a fact that has been confirmed by the German TV adventure show “Abenteuer Leben”. The reasons for its on-going success are quickly found: it has high appeal, excellent quality, certified safety, and the high flexibility for the product’s diversification without having to water down the brand’s core image.

43053 • Success Dr. Rolf Hein GmbH & Co. KG • Tel 49 7071 78898
seifenblasen@pustefix.de • www.pustefix.de/success

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A NEW ENGRAVING TECHNIQUE

A new personalising technique is being introduced by Deonet: the DeoChrome. This is a one-of-a-kind engraving technique that gives engraving a metal-like effect. The result is a beautifully reflecting company logo, website or any other possible personalising message. The first Deonet product that has been personalised with this new technique is the Deonet Superior Pen. It is a modern black ballpoint pen which comes in two different versions: a standard size and a mini-format. Because of its rubber surface this luxurious metal pen fits really nicely in your hand.

46660 • Deonet Benelux B.V. • Tel +31 40 2554414
sales@deonet.com • www.deonet.com

A MAGICAL EFFECT

Stones are supposed to have a healing effect – at least this is what many naturopaths say. Amber is one of the stones that is said to have magical powers, even though it really isn't even a real stone. It is actually fossil resin from trees that is millions of years old. Then it is no wonder that the money purses and wallets from Jaguar come adorned with these kinds of primeval witnesses. The products themselves are made out of the best quality leather. Appliqués out of real sterling silver also underscore their value.

48154 • Jaguar • Tel +48 63 2743211
sprzedaz@jaguargift.com • www.jaguargift.com



SEE-THROUGH IN A RETRO-LOOK

Kasper & Richter GmbH has a large selection of protective glasses with a retro-style on offer. The stylish glasses will find wide appeal with old-timer fans because the Aviator C and Road RG models remind one of the times when men used to fly and drive their jalopies. Other models, such as the Glacier C glasses, are dedicated to mountain pioneers. The historical glasses live up to all quality requirements because much of the manufacturing process was done by hand, although more emphasis was placed on the look and style of the glasses than the functionality. In other words, the models are not intended to be used professionally as protective glasses in a work setting.

40043 • Kasper & Richter GmbH & Co. KG • Tel +49 9131 506550
info@kasper-richter.de • www.kasper-richter.com

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2304 C5



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2304 D1



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EXQUISITE LIP CARE

KHK has expanded its Premium Line brilliantly with the elegant lip balm Lipcare Deluxe, which comes in a high gloss metal cover. When upgraded with high-quality engraving, this product meets the expectations of discerning customers. The metal case of the lip balm can come in the glossy colours of gold and silver, or in matt silver. Like all of KHK's other products, Lipcare Deluxe undergoes the toughest inspection in terms of its content and quality.

46131 • KHK GmbH Köln • Tel +49 221 9854730
 sales@khkgmbh.com • www.khkgmbh.com

PURE LUXURY – HIGHEST PERFECTION

The special umbrella manufacturer Eberhard Göbel from Ulm, Germany who is the second generation of his family dedicated to continuing the development of the umbrella handicraft, is following the current trends and is making very high quality umbrellas that have never been made in such a way before. His umbrella is a luxury product in every sense - from the perfect design to the tip of the umbrella. The success story of the Brillant luxury umbrellas can be told very quickly because the manufacturer only uses valuable and precious raw materials. He combines them with functional parts that have been perfectly manufactured with the help of innovative production methods such as, for example, the CNC technique. These components are put together by the umbrella makers who are masters of their handicraft from the ground up. There are special models of the Brillant luxury umbrellas available for women and men. There is also the option of individualising any of the umbrellas by means of engraving or laser engraving.

43420 • Eberhard Göbel GmbH + Co. • Tel +49 731 140130
 info@euroschirm.com • www.euroschirm.com



A FASCINATING LOOK

The high-quality bottle cooler from the company Aroma has an elegant and unusual look. The ring made out of brushed stainless steel and the special crushed ice effect in the cooling base turn every bottle into a design object. By shaking it, the filling of the bottle takes on a new formation, which is simply fascinating. The medium inside the cooler also acts as insulation, which leads to a proactive cooling effect. An advertising message can be lasered or printed onto the cover.

43999 • Adoma GmbH Kunststoff- und Metallverarbeitung
 Tel +49 75 22 971 60 • info@adoma.de • www.adoma.de

-Advert-

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Intraco Trading by
 www.intraco.nl



JUST PLAY

The new game series from Ravensburger "Einfach spielen" is now setting a new trend: Start playing right away with easy rules to follow. A dice game and two board games advertise the message: "Let's just play again!" You can start playing the games with family or friends without having to make much of an effort to become acquainted with the rules. "Der große Wurf" is a game intended for two to five players, eight years old and up. The game "Kreuz & Quer" is for one to four players and the game "5 vor 12" is for two to four players. All of the games are the latest highlights to come from the Swabian company located in southern Germany and they promise a change of pace and a sensible way to pass extra time.

46563 • Ravensburger Spieleverlag GmbH • Tel +49 751 861722
michaela.magin@ravensburger.de • www.ravensburger.de

-Advert-



*“MULTI
TALENT”*

multicargo



ATTRACTIVE AND FUNCTIONAL

Struktura is the name of the versatile pocket tool that is in Richartz's Classic Tools Collection. The stainless steel handles with the distinctive rubber studs incorporate a wide array of useful features. In addition to the cast professional pliers, the blade, saw, etc., there are two new features which have been developed for the product. There is an emergency window breaker with a unique locking device, which also serves as a bit adapter carrier for nine different bits. Another new feature is that the cutter comes with a replaceable and very sharp Solinger blade.

40884 • Richartz GmbH • Tel +49 212 23231-0
 info@richartz.com • www.richartz.com

ORNATE LAMPS

With the artistically designed lamps called Light Shadows, Textet is presenting its light fixtures from the Swedish glass manufacturer Orrefors for the first time and for a limited time only for the premium promotional product segment. The light fixtures have been equipped with the most state-of-the-art lighting technology. Eight motifs adorn the oversized glass part of the lamps, which have been smoothed by hand, and inside the glass is an environmentally friendly, 18 watt halogen light bulb. All of the lamps from the traditional, preferred supplier of the Swedish royal family are compatible with any E27 connection. Every object in a room plays harmoniously with the light and shadows that the lamp creates. The lamp produces a one-of-a-kind light due to the artistic handcraft that went into creating it.

46329 • Textet GmbH • Tel +49 4262 95984-0
 guido.deppen@texeteurope.com • www.texeteurope.com



NOW WITH A LARGE LIGHT

Anyone who wants to give a Mag-Lite flashlight in a case with batteries as a present, or have it come as part of a set that contains a Swiss Victorinox knife, was only able to select a light from the small handy models up until now. The company Siegfried Hintz has recently started to sell attractive sets that contain traditional large flashlights in them. The large flashlights, which run on two or three baby cells, can be equipped with either a LED or a normal light bulb. Because it is a kit that can be put together by the customer, it is possible to select combinations according to a customer's specific wishes.

42919 • Siegfried Hintz • Tel +49 611 186890
 info@s-hintz.de • www.s-hintz.de

LIPCARE BY KHK NEWS 2012



LIPCARE ORIGINAL
HOT FOIL STAMPING

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DELUXE

LIPCARE
GLOSS

LIPCARE DELUXE

Elegant lip balm stick in a luxury metal case.
Colours: Bright gold, bright silver and silver matt.

LIPCARE GLOSS

Transparent, shiny lip gloss in two colour shades.
Cap in colours: Bright gold, silver matt, black and white.

HOT FOIL STAMPING

360 degree finishing of lip balm sticks with high-gloss foil. Foil colours: Gold, silver, black, white, metallic red, metallic blue.

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KHK GMBH

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Tel. +49 221 98 54 73-0
info@lipcare.de, www.lipcare.de



LIPCARE BY KHK



SIMPLE DESIGN – OUTSTANDING TECHNOLOGY

The Philips brand stands not only for outstanding performance but also stylish designs at reasonable prices. Fresh proof of this is the 19-inch LCD television that is part of the Lehoff company's range. With its simple but effective design and its technology, along with user-friendly connections, the HD ready device provides digital television viewing with an impressive, crystal clear picture quality. In addition, the TV features the Clear Sound System, which allows you to catch every word. It measures 462.8 x 297.4 x 149.3 millimetres.

41259 • Lehoff Im- und Export GmbH • Tel +49 40 5296070
 info@lehoff.de • www.lehoff.de

PERFECT AND INEXPENSIVE

The new work lamp form HNC's e-quip series will appeal to you with its good value for money. The durable frame made out of the best aeroplane aluminium available can withstand a lot. The lamp head has seven built-in LEDs that are very bright and the work lamp even features 18 white LEDs. If needed, the five red LEDs of the built-in warning light can be turned on. The practical rubber handle is very comfortable when used in the cold. At the end of the lamp is a built-in magnet so that your hands can be free while working, for instance if your car breaks down.

43891 • HNC Import-Export & Vertriebs AG • Tel +49 961 38160
 info@hnc-ag.de • www.hnc.ag



SHARP THINGS

Victorinox stands for valuable, high-quality products that are practical to use and that have been inspired by the versatility of the Original Swiss Army Knife. All of Victorinox's products – be it the pocket knife, small tools, clocks, luggage, clothing or perfume – are based on the original DNA of its original tool, which has not changed since 1884. This has contributed to Victorinox's success in more than 125 countries around the world.

44281 • Victorinox AG • Tel +41 41 8181211
 261@victorinox.ch • www.victorinox.com



VARIABLE CLOUDY AND CLEAR SKIES

Technoline is bringing a new shine to its successful product line with its high-quality weather station WS6600 from the Premium Collection. The quartz clock, which can have either a 12- or 24-hour display, shows the date and weekday, has an alarm clock with a snooze feature, and forecasts the weather conditions. The forecast is shown by means of 3D weather symbols that were lasered onto the glass, and depending upon the weather situation forecasted, a white LED light will shine on the appropriate symbol. In addition to indicating the interior and exterior temperature, the weather station also indicates the humidity level.

43817 • Technotrade Import-Export GmbH • Tel +49 3375 216050
 info@technotrade-berlin.de • www.technotrade-berlin

-Advert-



**Schon als wir die Ersten waren,
 wollten wir die Besten sein...**
www.dieErsten.eu



NICE TO HOLD AND FULL OF CHARACTER

One thing that you have to give Solid, the new porcelain cup from Senator, credit for is that in terms of design and utility it is well positioned in the market. Due to its protected design, the cup is evidence of remarkable originality and thus offers you the ideal prerequisites for finishing. As a cup that is nice to hold and full of character, it knows exactly what counts: unlimited diversity for exceptional individualisation, which is something Senator can create with all of the modern finishing techniques that it has on offer.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010
 info@senatorglobal.com • www.senatorglobal.com

ELABORATE ADVERTISING IDEAS

The sapphire files from Hermann Flörke, which are well established in the market, are now also available in new and fresh shapes. The file surfaces are a part of the same category as the original Solinger quality steel products. The handles can be upgraded with individual imprints using four-colour printing. For the past 35 years Flörke has been considered a traditional manufacturer for professional and sapphire files, as well as men's files and collapsible files.

44294 • Hermann Flörke GmbH • Tel +49 6104 73373
 info@floerke.de • www.floerke.de



THE PERFECT DOSE

New in Jung Bonbonfabrik GmbH's product line is the innovative tin for sweets Top-Can, which is being advertised with the slogan "Advertising meets taste in 2012". This handy and practical container comes in two sizes and is sold with six different contents. The container has an elegant full-body-sleeve (foil shrinking technique) that can have an advertisement placed on it, which will give the can its own individual shine. The tin can come with any of the following sweets inside: Mentos chewing gum, Star mint lozenges, premium peppermints, hard candies with a filling, or normal hard candies in an assortment of fruity flavours.

41545 • Jung Bonbonfabrik GmbH & Co. KG • Tel +49 7042 9070
 zentrale@jung-europe.de • www.jung-europe.de



SMALL THINGS FROM SOHO

Modern art and striking designs: located in the New York district of Soho, the MoMA Design Store has come up with numerous goodies. For more than 50 years now, the shop affiliated to the Museum of Modern Art has been producing and selling selected decorative products and items of daily use. Anyone who does not want to travel to New York can do things an easier way, as a glance at the timedesign GmbH catalogue shows. Based in Mannheim, Germany the company offers numerous products for the European market that come from the MoMA Design Store, such as the Satellite Bowl. Despite the name, this home accessory, which could easily pass as a work of art, is more of a basket than a bowl. At any rate, the Satellite Bowl will provide a dramatic setting for simple table items. Other items from the timedesign range, such as the Chalkboard Vase, the Perpetual Calendar and the Sky Umbrella, likewise represent perfect message-bearers from Soho.

45399 • timedesign GmbH • Tel +49 621 709058
info@timedesign-ad.de • www.timedesign-ad.de



CONVINCING WRITING COMFORT

People who write by hand a lot will be crazy about the new writing instruments in the COM4-Line from Schwan-Stabilo because they meet the highest design and comfort demands. Its stylish two-component look and features have been inspired by the sports industry. The ergonomic shape of the holding area makes it possible to hold the pen comfortably without your hand getting tired. What is more, the pen's slip-proof material enables you to hold it in a secure and relaxed way. The new COM4-Series includes a ballpoint pen and pen with a gel rollerball tip; both have a special pressure mechanism and come in four different colours of ink.

43287 • Schwan-Stabilo Promotion Products GmbH & Co. KG • Tel +49 911 5673455
service@stabilo-promotion.com • www.stabilo-promotion.com

-Advert-

SHORTY
MADE IN GERMANY





IN HONOUR OF DICKENS

Charles Dickens, one of England's most famous writers, was born on 7 February 1812. Just in time for his 200th anniversary, the company Giving Europe has created an elegant pen which has the name Charles Dickens engraved on the clip and on the metal ring in the shaft. The pen can be ordered to come in black or white and the colour of the ink refill can also be selected (blue or black ink). This remarkable present is rounded off by the high quality, black PU box that it comes in.

45737 • Giving Europe B.V. • Tel +31 344 640500
 contact@givingeurope.nl • www.givingeurope.nl

A CRYSTAL CLEAR VICTORY

Stiefelmayer Contento has in stock a wide assortment of hand-cut and polished trophies, prize cups and other glass objects for honouring special achievements. These objects are turned into striking customer presents when a variety of different logos or objects are placed on glass by using the versatile technology of interior laser engraving. The elegant accessories are used especially during competitions, company events, anniversary celebrations, or premiers.

45280 • Stiefelmayer Contento GmbH & Co. KG • Tel +49 9342 9615-0
 info@contento.com • www.contento.com



A HIGH-TECH PIPSQUEAK

The stylish mini-mobile phone S40 from Seecode fits into any pocket and is perfect for anyone who is often out and about, be it during sports, while on a walk or on the beach, or while just strolling around the city. This high-tech pipsqueak offers everything that you would expect from a modern multi-media mobile phone: a standard keypad, recorder/player for audio/video, FM radio, internet browser, Facebook client, two cameras, and all other additional features that can be found on a modern mobile phone. The manufacturer claims that this product is apparently the smallest multi-media mobile in the world that has a standard keypad and that can be powered by two standard SIM cards at the same time.

47983 • Seecode Technology • Tel +49 221 9895237
 se@seecode.de • www.seecode.de



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 www.intraco.nl



A ROBUST TRANSPORTER

The Moonraker bag from Halfar catapults customer logos to the centre of attention. Because this new product is made out of the truck canvas, it serves its original purpose of protecting and transporting goods. Even if the canvas shopping bag is supposed to be used to transport kilograms on the road instead of tonnes, its practical side is indisputable. In the spacious main zipper compartment there is enough room for large purchases or even a laptop. Personal objects or valuables can be safely put away in the hanging organizer and the wide handles and shoulder strap ensure that everything will arrive home comfortably. The all black version of the Moonraker and the version with the white front and black sides and straps make a fashionable statement. Logos have a real stage to be seen from when they are put on this bag. They can be placed on the bag by means of screen printing, embroidery or doming.

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

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| Dezember · December 2012 | | Décembre · Dicembre | | | | | |
|--------------------------|-----------------|---------------------|----------------------|---------------------|---------------------|-------------------|---------------------|
| Wochentag | Montag Lundi | Dienstag Mardi | Mittwoch Mercredi | Donnerstag Jeudi | Freitag Vendredi | Samstag Samedi | Sonntag Dimanche |
| 49 | 3 | 4 | 5 | 6 | 7 | 1/8 | 2/9 |
| 50 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 51 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 52 | 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 1 | 31 | | | | | | |

| Januar · January 2013 | | Janvier · Enero | | | | | |
|-----------------------|-----------------|-------------------|----------------------|---------------------|---------------------|-------------------|---------------------|
| Wochentag | Montag Lundi | Dienstag Mardi | Mittwoch Mercredi | Donnerstag Jeudi | Freitag Vendredi | Samstag Samedi | Sonntag Dimanche |
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| 2 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 3 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 4 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 5 | 28 | 29 | 30 | 31 | | | |

| Februar · February 2013 | | Février · Febrero | | | | | |
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| Wochentag | Montag Lundi | Dienstag Mardi | Mittwoch Mercredi | Donnerstag Jeudi | Freitag Vendredi | Samstag Samedi | Sonntag Dimanche |
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| 7 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 8 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
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| März · March 2013 | | Mars · Marzo | | | | | |
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| Wochentag | Montag Lundi | Dienstag Mardi | Mittwoch Mercredi | Donnerstag Jeudi | Freitag Vendredi | Samstag Samedi | Sonntag Dimanche |
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| 12 | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 13 | 25 | 26 | 27 | 28 | 29 | 30 | 31 |

2012

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 unser Anspruch: Best in Class!

SENATOR GMBH & CO. KGAA PRODUCTION MOVED TOTALLY TO GERMANY

Senator GmbH & Co. KGaA is closing its production facility in Poland and moving its production line completely to Germany. With this step Senator is following its own guiding principle "Innovation made in Germany" and is reaching an important milestone in terms of optimizing the supply chain. Michael Nick, the Managing Director at Senator, explains, "By concentrating the production facility in one place we can focus our investments locally and effectively expand the innovation power of our products and the services we offer. The processes are being downsized efficiently and the capacity utilisation at the headquarters can be increased further." There



The headquarters in Groß-Bieberau, Germany.

Senator has its own highly specialised production line of plastic writing instruments. Senator has the entire value added supply chain in one location, including everything from the design, production, assembly, and printing to the logistics. In the past few months the company has been optimising its logistics process and has created a highly efficient supply chain. This enables Senator to be flexible and able to serve worldwide markets in short periods of time from Germany. The subsidiary in Poland will continue to exist as a distribution office. The company says this decision was made because the Polish market and the markets of neighbouring countries have been taken care of really well from this office for many years. www.senatorglobal.com

DOUBLE HAPPINESS AT JUNG SILKE AND SILKE

There has been a staffing change at the Vaihingen sweets specialist Jung, which will affect sales in the postcode region 8 in Germany, as well as in the countries Belgium, Poland, Hungary, Romania, Greece, Russia and Slovenia as well as Asia and Africa.



Silke Hinger (right) turns over her responsibilities to Silke Gutjahr.

After over ten years of exemplary work, Silke Hinger has embarked on a new phase in her life – she will now dedicate herself to her new role as a mother. On 13 February she therefore turned over her area of responsibility to Silke Gutjahr, who is well prepared after a shortened two-and-a-half-year training period with Jung and an intensive job familiarization phase in the sales department. The contact data will only change regarding the e-mail address (s.gutjahr@jung-europe.de), while Silke Gutjahr will be keeping the telephone and fax number of Silke Hinger. www.jung-europe.de

SWIWA AND SWIPRO ROMANA PRAËL IS THE NEW MARKETING DIRECTOR

Since the beginning of 2012 Romana Praël has been the new marketing director of the Swiwa Group in Munich. Romana Praël has had many years of experience in marketing and previously held high-ranking positions in international firms. At Swiwa, Romana Praël will share responsibilities for the strategic development of new products and innovative design. At the same time, she will expand the market position of the firm, in particular in Eastern Europe.



Romana Praël

www.swiwa.de – www.swipro.de

HERZOG PRODUCTS GMBH JÖRG-PETER HELMERS TO REPRESENT ZOGI



Jörg-Peter Helmers

Jörg-Peter Helmers from the commercial enterprise Brand-ID Company has been appointed sales representative for the company Herzog Products GmbH and its own brand ZOGI.

ZOGI stands for trendy electronic and multimedia products, many of which are made in Germany. Promotional products distributors will find numerous suggestions for successful sales promotions, spanning from innovative product concepts to simple USB sticks. Herzog offers excellent services and products, both from its own stock as well as by import. Contact: Mobile: +49 160 90685574 Tel.: +49 2841 8814233 E-Mail: helmers.brand-id@email.de www.herzog-products.de

KÖSSINGER AG**OLIVER WEFERS IS THE NEW OPERATIONS MANAGER**

Oliver Wefers is the new sales manager of the company Kössinger AG from Schierling. The new member of the management staff previously worked for a solutions provider and was responsible for sales and marketing. He has many years of experience in sales and has continually proven to be very successful. "The expansion of clear and efficient structures and guaranteeing the highest level of customer satisfaction with many advantages for distributors in Germany, Austria, Switzerland and the rest of Europe are at the very top of my agenda," says Oliver Wefers. In his new position as PSI sales director, he took over the supervision of all sales activities of his predecessor Hans-Georg Nientiedt on 1 February 2012. www.koessinger.de



Oliver Wefers

**KMS KAFITZ MEDIENSERVICE GMBH
NEW PROMOTIONAL PRODUCTS PRO FOR KMS**

Shahin Imani is the new contact for promotional products at KMS Kafitz Medienservice. Since 1996, the 35-year-old key account manager from Cologne has been able to accumulate an impressive store of knowledge in many years of training and professional work, particularly in sales. This is why Imani is usually able to grasp quickly how he can help his customers. www.kms.eu



Shahin Imani

A SUCCESSFUL FUNDRAISING CAMPAIGN**HELP FOR CHILDREN WITH SEVERE DISABILITIES**

It is commendable when companies show civic responsibility and share their success with others: Club Cawatte Crefeld, easy Gifts, elasto form, Eurostyle, Kalfany Süße Werbung, Macma, as well as World of Textiles, clubbed together and raised a total of € 2,000 which they presented to the non-profit society Elternhilfe für Kinder mit Rett-Syndrom in Deutschland e.V. (Parents' Aid for Children with Rett syndrome, Germany). Rett syndrome is a genetic condition, which results in severe mental and physical disabilities. The seven participating companies, which towards the end of 2011 had used a roadshow to present their portfolios to the promotional products trade in eight locations; in Germany, Austria and the Czech Republic, spontaneously decided to organise this fundraising campaign, collecting more than € 1,600 with the help of their visitors. At the end of the event, all the people involved opened their own wallet and rounded up the proceeds to make it a total of € 2,000 which was handed to the people in charge of the Society. 100 per cent of the donations will go to the families with children suffering from Rett syndrome.

MANUFACTURAS ARPE S.L.**TUVA SPONSORS FAMOUS MOUNTAIN RACE**

TUVA Towel Barcelona, the new brand of the original compact microfiber towels, sponsored the XVI Vall del Congost Mountain Race. The microfiber towels are a great technical product for mountain sports lovers, because they are very light and hardly take up any space. Besides, the TUVA towels are printed with very attractive designs. The race started from Aiguafreda on the 18 March. It offered two possible routes, the first of which is a mountain marathon with a positive difference in height of 3,200 metres, and the second one is a half marathon with a difference in height of 1,900 metres. www.arpe.es



90 SUPPLIERS

CELEBRATING THE 10TH NEWSWEEK



From 3 to 15 May 2012, around 90 suppliers will be setting off on a tour of Germany to celebrate the 10th Newswweek of the German association of promotional products suppliers (BWL) to inform their customers of current trends and innovative products. Then the first two appearances in Austria will follow on 19 and 20 June 2012. Ten locations, all of which are without exception attractive and easy to reach, will be opening for guests from 10 a.m. to 6 p.m. The beginning of the tour will be marked by the "Handelstag" held at The Square in Frankfurt, the new building above the main-line station at Frankfurt airport. Here there will be plenty of time for advanced information, whether to obtain an overview of new products, to talk to suppliers or for partner agencies to prepare customer calls in detail.

GROWING RESONANCE

The concept of the Newswweek is meeting with greater resonance each year. Every second trade partner involved is now successfully making use of the Newswweek to acquire new customers. BWL is taking care of all the organization and will be supporting the trade partners in all their concerns. Two-stage individualized mailing, guest management, a product database and many other promotional measures will be available to the participants. In addition, BWL will provide an individualized trade fair stand.

ATTRACTIVE CONDITIONS

The fee is determined by the participating distributors themselves. They can choose to take part in the Newswweek either by paying a lump sum or by purchasing at least three

admission tickets and inviting trade customers in their name. Paying the lump sum includes a contingent of at least 50 admission tickets, personalized mailings, individually designed reception counter and other equipment. Those who would like to visit the event with only a few customers can purchase any number of admission tickets – at least, however, a package of three for € 120 – for themselves and others. Each additional admission ticket costs € 40. Contact and further information: tel. +49 221 9541358, info@bwl-lieferanten.de.

www.bwl-lieferanten.de

THE NEWSWEEK ITINERARY

| | |
|--------------|----------------------|
| 3 May 2012 | Handelstag Frankfurt |
| 7 May 2012 | Wuppertal |
| 8 May 2012 | Offenbach |
| 9 May 2012 | Ludwigsburg |
| 10 May 2012 | Nuremberg |
| 11 May 2012 | Munich |
| 14 May 2012 | Hamburg |
| 15 May 2012 | Berlin |
| 19 June 2012 | Vienna |
| 20 June 2012 | Linz |

BARTENBACH MARKETING SERVICES
TWO NEW ADDITIONS

The sales team of the promotional product distributor Bartenbach Marketing Services in Mainz has been boosted by the addition of Burkhard Bordiehn and Michaela Oesterle. The 33-year-old Burkhard Bordiehn is the new



Burkhard Bordiehn

Sales Manager for consulting and sales and looks back on a career at a promotional product distributor, in the office and in the field, as well as in the area of advertising marketing at Rhein-Main-Presse. At Bartenbach Marketing Services, he will be in charge of key account customers as well as new business. Michaela Oesterle will support the team as a project manager and in the office. After working as a print



Michaela Oesterle

production coordinator and administrator at printers in Frankfurt, the 43-year-old most recently worked as a project manager for promotional products at Dewekon GmbH, the German advertising office in Schlangenbad.

www.bartenbach.de



GIVING EUROPE

OSCAR CABANELAS GONZALEZ
IN SERVICE OF GIVING EUROPE

Giving Europe has appointed Oscar Cabanelas Gonzalez (33) as Sales Director of Giving Iberia, the Spanish office of Giving Europe, situated near Barcelona. Cabanelas Gonzales has been working for 10 years in the promotional product industry. He has fulfilled several functions at Antalis, and after that at Norwood BIC Graphic. He was responsible for the commercial aspect of several regions in Europe, such as the United Kingdom, Scandinavia, Benelux and Eastern Europe. He was responsible for the Spanish and



Oscar Cabanelas Gonzales

Portuguese market for the last 2 years. Cabanelas Gonzales grew up in The Netherlands, speaks fluent Spanish and is completely at home with the Southern European culture and mentality. "Due to the combination of his extensive experience in the industry and his enthusiasm to start working for us I am convinced that he is the right person to expand Giving Iberia, in cooperation with the team which has been working there for years. Despite the difficult economic situation, Giving Iberia still continues to prove its legitimacy in Spain and Portugal. Giving Iberia is entering its 10th year of existence", says Stef van der Velde, managing director of Giving Europe. www.givingeurope.nl

NEW INDUSTRY AWARDS

DISTINCTIONS FOR HIGHER QUALITY

Reed Exhibitions Iberia and Veredictas Internacional have launched a new award for the advertising industry and the promotional products sector. The Recordia Awards represent international recognition for outstanding ideas and promotional products in Europe. The new awards are intended to be a distinction for the highest standard of quality in the European promotional products industry. For this reason, Expo Reclam, as the most important platform of the promotional products industry in southern Europe, and Veredictas Internacional, a leading agency in the field of quality certification, have launched a joint project that provides the industry with an international symbol of top product quality and advice. The name Recordia originates from the idea of bringing together the terms "recall" and "being remembered", which stand for recognition value and sustainability. The logo is a homage to a historical advertising campaign by the Cinzano brand from the year 1960. The goal of the Recordia Awards is not merely to highlight the benefits of an advertising product in itself, but also to take into consideration the interrelation between the product and the advertising message, innovation, the incorporation of promotional products into a campaign and other strategic aspects. The Recordia Awards are therefore divided into twelve categories that acknowledge the various kinds of advertising and promotional products. The awards will be presented for the first time within the context of Expo Reclam 2013. www.exporeclam.es



MANUFACTURAS ARPE S.L.

A PROMINENT GUEST AT ARPE

This February, the management of Arpe sl in the Spanish Arenys de Munt near Barcelona, specialists in the production of personalised cleaning cloths made of leather and microfibers, were pleased to welcome Jordi Pujol, the former president and governor of Catalonia, accompanied by his wife Marta Ferrusola, who came to visit the company and see its product range. Mr Pujol, who was the head of the Catalans between 1980 and 2003, showed



(Left to right): Joan Pera, Montse Pera, Jordi Pujol, Magdalena Gallemí, Marta Ferrusola and Joan Pera.

a particular interest in the production, for which quality and innovation is of great importance. In the light of the economic crisis, which is currently troubling Spain, the distinguished couple was delighted with the high degree of motivation and confidence with which the staff and management of Arpe tackle future projects. www.arpe.es

JOINT PROJECT BY SEVERAL SPONSORS T-SHIRTS FOR CHARITY

Anyone seeking to enter the 50th PSI Trade Show via its northern entrance on their way to hall 9 could not help but pass a booth that was the site of lively activity. Namely, printing was going on there, and none other than the 2012 PSI T-shirt. A printed shirt in all sizes for children and adults could be created for just five euros; proceeds are earmarked for the Regenbogenland children's hospice in Düsseldorf. This institution is a home for children who have only a limited life expectancy due to incurable illness or severe disability. The children's thanks already go to all participants, as the charity promotion was a joint project by several sponsors. Starting from the print machines, through the staff and shirts, to the dyes – everything was provided by various companies free of charge.



MICX – MEDIA IN CONCEPT – GMBH & CO. KG TRADING PARTNER 2011 CHOSEN

As is their custom in connection with the PSI Trade Show, micx – media in concept – gmbh & co. kg have chosen their Trading Partner of the Year. This time, the commendation was given to the team of Gunnar Sprinkmann GmbH of Bad Soden, Germany. “We intend to honour outstanding efforts of cooperation,” Ingo Kaemper, the managing partner of micx, told us. “When doing this, we not only use the amount of turnover as a benchmark but also the conceptual and product-oriented consulting competence of our trading partners.” All the more gratifying that Uwe König was able to accept the trophy for both categories in his capacity as the project managing customer consultant of

50TH PSI 2012

INFORM, COMMUNICATE AND RELAX

The PSI Media Lounge was supported by Mahlwerck Porzellan once again this year, for the first time in a somewhat larger format. Anyone needing to take a short break from the trade show hustle and bustle was able to take a seat in hall 9 at the joint booth of PSI and the promotional porcelain specialist and was treated to a free cup of coffee. The most important international trade magazines in the promotional products industry,



such as Counselor, dedica, display, PSI Journal, Regal Difussyo and TVP, for example, were also available here. The coffee was served in a high-quality porcelain or coffee2go mug from Mahlwerck, the 2go mug being subject to a deposit of five euros. As not all the mugs came back, Ingo Möller, Mahlwerck Creative Director and Brand Strategist, was again pleased to be able to send some money the way of the charity Verein für Menschen in Nuremberg. Not only coffee and information material were available, however – visitors also had the opportunity to take a seat at little tables and check their e-mails undisturbed. PSI had provided a free W-LAN connection for this purpose.



Ingo Kaemper (right) and Uwe König with the award.

Gunnar Sprinkmann GmbH. And while he was there, he was also invited to take part in the micx Ski-Event 2012. “We are happy to receive this prize as it acknowledges our conceptual performance and highlights our successes as consultants,” Uwe König said.

www.micx-media.de

WIR SEHEN UNS AUF DER 51. PSI MESSE 2013

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**MEHR TRENDS.
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LENSEN TOPPOINT MOBILE TRADE SHOW STAND



Truck on the outside, trade show stand on the inside: The Lensen Toppoint Truck at the 50th PSI.



for customers to come to the company's headquarters in Holland – and so Toppoint goes to its customers. The production process is displayed on monitors and there are also opportunities to work with the Toppoint extranet. One particular highlight: See the truck anywhere in Europe and send in a photo of it, and you will take part in a draw and may win an attractive prize. <

Lensen Toppoint awaited visitors at this year's PSI Trade Show with an unusual "Trade Show stand." On the outdoor site adjacent to hall 12 there was a blue and white truck, accessible through a lobby. Inside, the whole thing revealed itself to be an inviting presentation space, where all current Toppoint products were presented. At other times the Toppoint Truck drives throughout Europe in order to show these products, driving up to selected stopping points such as trade shows, hotels or also to big customers. This is how the idea for this mobile trade show stand came about: The marketing experts from Toppoint had noticed that it is often not possible

KMS KAFITZ MEDIENSERVICE GMBH TEN LUCKY WINNERS AT THE PSI

Three intense days and ten winners in all: this was the initial assessment of KMS' Trade Show presence at the PSI in Düsseldorf. Five winners of the raffle were drawn on each of the first two days of the event. Shahin Imani, the company's new Key Account Manager for the promotional products industry, was happy that they were able to give the awards to two of the lucky winners personally at the stand. And this prize was quite literally something that was worthy of being seen and heard at the fair; the KMS fair team handed out ten design and beautifully shaped Bluetooth boxes that were real eye-catchers in the Düsseldorf exhibition halls. All of the other winners who didn't find out about their luck at the stand will be sent their prizes by mail. www.kms.eu <



Five winners of the raffle were drawn on each of the first two days of the event. Right: Frank Szepean from id werbung.

TECHNOLOGY FORUM IN HALL 9 HOW DO PHOTOS GET ONTO SHIRTS?

During the Technology Forum in hall 9 at the 50th PSI, various exhibitors presented current technologies, application examples, and possibilities for use in the promotional products field; on the topic of screen printing, for example. Special guest for the first time was the



American Charlie Taublieb, who has been an expert and author in the field of screen printing for more than 20 years. In "Charlie's Corner" he put on demonstrations and presentations and highlighted options for applying promotional messages. As a particular highlight, visitors had the honour of printing their own T-shirt under the watchful eyes of this globally renowned expert. However, not only printing technologies were at the focus of the Technology Forum. In the field of embossing, embroidering, flocking, engraving, or even laser inscription, exhibiting companies provided information at their stands about new methods for long-lasting, high-quality results. <



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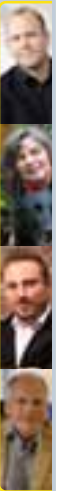
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Röhrs Werbe-Service served a pouch full of ideas to customers at the 14th “KänguruWerbeTag” together with 35 exhibitors.

RÖHRS WERBE-SERVICE GMBH

BRANDS WITH BOUNCE

Qualified advice on strong brands – this is the concept behind the 14th “KänguruWerbeTag” hosted in 2012 by Horst Holzschneider and his team from the German-based Röhrs Werbe-Service GmbH. This year’s “kangaroo advertising day” was held in familiar surroundings in Düsseldorf.

The motto of Horst Holzschneider, Managing Director of Röhrs Werbe-Service GmbH based in Ratingen near Düsseldorf, has always been to inspire his customers with a wealth of ideas. For the fifth time since 2008 the exclusive exhibition, traditionally held at the beginning of the

year, occupied the entire third floor of the modern Stadtparkasse Düsseldorf building at the edge of the sophisticated Königsallee shopping mile. Though the 14th “KänguruWerbeTag” in 2012 represents the end of this win-win relationship: “It’s time to do something new next year,” says

Holzschneider, who remained hush-hush about the planned location of the 15th event.

GOOD RESPONSE

After 2,000 invitations were sent out to customers, 125 companies with almost double the number of people registered in the end. As in previous years, 35 exhibitors once again pulled everything that the industry has to offer in terms of tried-and-tested, original and new products from the pouch of the pink kangaroo. A wide variety of goods focussed on the promotional products market, which already attracted large numbers of visitors in the morning hours to the exhibition stands staffed by expert consultants. Huge demand was witnessed on all sides. According to Holzschneider, interest was particularly strong for consistent sellers such as bags made of truck tarpaulin or notepad and calendar products, as well as high-quality writing utensils and products from the electronics and textiles segments. Products centred on the UEFA European Football Champi-

onship, on the other hand, did not attract significant attention: “Poland and the Ukraine are simply too far away. It only works when a European or World Championship is hosted in one’s own country, like in 2006,” says Horst Holzschneider. Some visitors focussed their interest on multiple areas: “We are investing in products centred on recreation, technology and vocational training,” stated Thomas Skambraks, Captain in the personnel recruitment group of the German armed forces personnel office in Cologne. After all, around 17,000 young people are still recruited annually for service in the German armed forces.

POSITIVE START TO THE YEAR

The fear that customers would hold back on advertising spending, as many had anticipated for the PSI, was not confirmed by Holzschneider at his event: “Companies are still making enough funds available,” declared the Managing Director. “Some small changes were witnessed in order patterns, like in previous years. For instance, instead of 100,000 pens, perhaps only 30,000 would be ordered immediately, but further orders would follow later in the year.” The customer is king at Röhrs: regardless of what was sought, customers were able to find what they were looking for. They received competent advice and, as in past years, were treated to delicious catering. At the end of the day, after receiving qualified advice, many customers embarked on their journey home with the right partner in their cases. <



Good response: Exhibitors had their hands full at the Stadtparkasse Düsseldorf.



HORST HOLZSCHNEIDER HAVING TALKS

Mr Holzschneider, how do you assess the sentiment among industry customers at the beginning of the year?

Very positive. The people are making funds available and are investing in promotional products again. Although order quantities are not as large, multiple orders are coming in throughout the year.

So the market situation looks good at the moment, which leads you to have high expectations for the business year 2012?

I don’t think it’s possible to say that quite yet.

Naturally, nobody knows what will happen with the economy throughout the rest of the year. Personally speaking, however, you are right; I am positive and hope that we will improve slightly on 2011.



Horst Holzschneider



In the surroundings of Essen's Colosseum Theater, old meets new – just like within the impressive interior of the event location.

PLAN CONCEPT DR. LICHTENBERG GMBH

BUSINESS IN A HISTORICAL ATMOSPHERE

When the planners at Plan Concept Dr. Lichtenberg plan something, the result is usually something great. This was the case recently in the historical building of Essen's Colosseum Theater with a spectacular promotional products company fair that more than 500 industry customers were not willing to miss out on.

With the Colosseum Theater in Essen, Germany the choice of location for Plan Concept Dr. Lichtenberg's traditional, one-day company fair was one that carried customers off into the breathtaking world of industrial romanticism. More than 500 customers from around 340 companies had accepted the invitation. The generous foyer provided the 46 exhibitors with the perfect platform for an enthusiastic presentation of what was new in the sector. Pro-

fessionalism of the highest standard in one of North Rhine-Westphalia's most attractive locations. Here modernity and times past blend stylistically into a breathtaking spatial impression – cool steel structures and a warm atmosphere form the perfect symbiosis of astonishing magnitude on the one hand and cosiness on the other.

BUZZ OF ACTIVITY

Right from the start, business activity was buzzing at the heart of the building in which

the event needed no motto this time: "This location stands and speaks for itself and we have already booked it for the next three years – with the option of another two years after that," says Christoph Ruhrmann who, along with Stephan Speckbruck, directs the destiny of the promotional products specialist. The product show of the Essen company and its supplier partners has long been firmly established on the market. The concept: creating a close relationship with

**Wide diversity of products and expert advice:
The 46 exhibitors were clearly kept very busy.**

the customer using a wide range of sought-after, original promotional products and comprehensive, expert advice in a full service package. Whether the clientele was looking for standard products, such as writing utensils or sticky notes, or was more focused on the selection of textiles, electronic products or confectionery, the range on offer left nothing to be desired. Particular attention was aroused by innovative gifts with complex motifs such as cityscapes, sports or a forest represented as individual motifs one behind the other like a backdrop, using laser technology, thereby creating three-dimensional picture compositions. And within the context of a presentation of the latest printing technology, the king customer was additionally given insight into the current possibilities in terms of promotional customization. First-grade catering rounded off this trade fair day that was promising on all levels.

MOTIVATED AND OPTIMISTIC

With appropriate warehousing, a full service package, branches in Stuttgart for the south German region and Münster/Osnabrück for the north German region and with Ritzenhoff as an industry representative, the Speckbruck-Ruhrmann team is optimally positioned. A positive sign for the business year is the high number of drop-shipping customers with items in transit with which Plan Concept Dr. Lichtenberg has been recording good revenues for years: "I am very optimistic about this year, which has to do with the team, in particular, who get down to work with enthusiasm and make me really proud of the business," says Stephan Speckbruck, already looking ahead. Not least, the online shop, launched just six months ago, has exceeded the expectations they had for the business. Next year, the company will be celebrating its 20th anniversary. We can look forward with anticipation to what Ruhrmann, Speckbruck and Co. will pull out of the hat then. www.werbeatikel.tv <



CHRISTOPH RUHRMANN AND STEPHAN SPECKBRUCK TALK TO THE PSI JOURNAL

How do you judge the current mood of the industry customers?

Christoph Ruhrmann: Good, everything is running as normal. After the past crises, such as in 2008, people become numb and face new crises with patience. Of course, we are dependent on a strong domestic market that needs to stimulate its own business with advertising.

Looking back on 2011, in which product segment was there particularly strong growth?

Stephan Speckbruck: Confectionery. That was quite noticeable. Here we had significantly higher revenues, also with regard to custom-made products. And that was not just related to the Christmas trade.

Comparison between products that are "made in Germany" and Asian production: Asia has become more price conscious, ergo more expensive are German products on the upward trend?

Christoph Ruhrmann: I would rather say that European products were on the upward trend, not only German ones. But the labour costs have risen in Eastern Europe, too, similar to in Asia where the significant increase in demand on the domestic market has had a negative effect on the export business, with higher prices and worse delivery conditions.

What are your expectations for the business year of 2012?

Stephan Speckbruck: I am very optimistic there. That has to do with our enjoyment of the work and with our team. We are very proud of the business.



The brains behind Plan Concept Dr. Lichtenberg: Christoph Ruhrmann (left) and Stephan Speckbruck.



25TH ANNIVERSARY OF TOP DISPLAY

A FRESH START TO THE ANNIVERSARY

It all began with displays. The name of the company still reminds us of the early days. During the past quarter century the Hamburg company has blossomed into a renowned promotional products specialist. It has now successfully begun the anniversary year with the “SpringView” event.

The interested crowds were even larger at the most recent event than at previous in-house events. From the morning to evening, 150 customers from 102 companies were consulted by the 16 top promotional products manufacturers and ten employees. The top display team once again focused on typical Hanseatic simplicity this time. The concept and design

do without overt effects or trendy stylistic elements and perhaps that is why they receive such a positive response among business partners.

DEVOTION TO DETAIL

Stylishly and with much attention to detail, the company turned offices and presentation areas at its headquarters at Winterhuder Weg 82 into attractive exhibition

rooms for the “SpringView 2012”. With a lovely flower display reflecting the motto of the event in the background, sixteen cooperating suppliers displayed and explained their brand new products. Once again this time there were stations at which the visitors were familiarized with the production and individualization techniques of the products. For example, they learned that a “normal” umbrella consists of 200 individual parts, which were demonstratively placed next to one another in a show case. Giveaways, all of which went perfectly hand-in-hand with the atmosphere, rounded off the harmonious overall impression.

DIRECT CUSTOMER CONTACTS

There is a method behind the top display presentation technique, which is very well received among both exhibitors as well as visitors. “We are convinced that the personal contact with our customers is much more direct and less complicated here in our familiar environment than at an external location. We experience this time and time again at our events. The atmosphere is noticeably more relaxed than in an unfamiliar environment,” says Gorden Daub, who took over the management of the company from his father Hans Daub at the beginning of the anniversary year.

A HARMONIOUS CONCEPT

The success of the concept and the positive mood that it generated confirmed the new top display managing director: “We indeed really ‘drummed up’ the event in advance, but its enormously positive reception ultimately surprised us all. By the early afternoon, we had already surpassed the number of visitors of our in-house exhibition last autumn. Nevertheless there was enough time to thoroughly exchange thoughts on the latest products, trends and advertising concepts with our customers.” The “SpringView” event definitely provided many ideas, suggestions and incentives for doing so. Some visitors also won attractive prizes during a game in which they estimated the number of decorative flowers. And a “catalogue card”, on which the guests could mark their favourites, fa-

Top display founder Hans Daub (middle) with his successor. Gorden Daub also knows exactly where things are heading.



The anniversary team at top display together with supplier partners.



Hans Daub handed over a symbolic “Guardian dog” to his son Gorden Daub who took over the management.

True to the motto, floral decoration was resplendent everywhere.



cilitated the flow of visitors in the true sense of the word, as the desired product lists were only finalized upon the guests’ departures.

RELIABLE PARTNER

Managing Director Barbara Söhngen was delighted to report that “For the first time in the still young history of our in-house events, customers actually placed orders at the event.” The exhibitors’ opinion of the in-house event was unanimous: in their view, the wide array of interested customers and the quality of the conversations confirmed the success of the concept of “top display in-house events”. For the new management duo Gorden Daub and Barbara Söhngen it was a successful start to the anniversary year, which still has much to come. “Like gusts of fresh wind, we will be coming out with further surprises dur-

ing the anniversary year,” says Gorden Daub. “For the moment though, we will focus on processing the orders placed as well as the diverse requests and offers from the event. Based on our consulting expertise, customer-oriented thinking and creativity, we will continue to expand our service offer. We wish to not only remain a reliable partner for our customers and manufacturers, but also to acquire new customers and develop promising areas of business in a future-oriented manner,” explains Gorden Daub with regard to his medium-term goals for the development of top display. At the end of the year, an additional event based on the theme “top display – unexpected & different” – will follow and herald a worthy finish to the anniversary year. We are definitely looking forward to it. www.top-display.de <



All the embroidery data is transferred directly to the embroidery machines by means of a scanner.

STICKXPRESS – “EMBROIDERY ON DEMAND” BY ZIPON

SAP CAN NOW ALSO EMBROIDER

The textile finishing specialists at zipOn located in Castrop-Rauxel have developed a completely new tool by the name of stickXpress for the embroidery sector. It is perfect for full-service promotional products agencies that offer their customers an online assisted ordering system.

With stickXpress, zipOn offers its customers a shopping system with optional interfaces to SAP or inventory management systems similar to SAP systems, in other words to the kinds of programs that are used by most large industry customers. In the process stickXpress is adapted to the shopper's desired design: either a neutral design or a customer's own design. The full service customer can order the textiles he wants to be embroidered with just a few mouse clicks and no minimum order quantity is required. Ideally zipOn has the textiles in stock, or they can be ordered directly from standard textile

suppliers, such as Hakro, New Wave, ID, Texet, Falk & Ross, etc. when the order is placed by means of a program module. This means fewer products have to be kept in stock and there are more flexibility and lower costs for both the full-service provider and his customers.

IDEAL FOR EMBROIDERING NAMES

Managing director Mark Busche explains, “The stickXpress offer is ideal for embroidering individual names on work clothes and/or doing this in combination with an embroidered logo. A file with the embroidery data for the order is automatically created when the information about the name

stickXpress.de

of the employee or the customer's logo is entered in the appropriate field in the on-line shop, and then this file is linked with a barcode. The textile and name then ‘meet up’ in the embroidery machine. The machines run using a scanning device which reads the barcodes or RFID chips on the textiles and the embroidery programme automatically downloads the appropriate colour assignment to the machine. This prevents a mix-up of textiles or letters and logos through human transcription errors. All this is available in zipOn's proven quality and with very fast delivery times.”

NEW BENCHMARKS

ZipOn is convinced of the efficiency of the new system. According to Thomas Drees, who is also a managing director of the company, “stickXpress sets new benchmarks that have not been seen in any embroidery company in Germany or Europe up until now. This was a tedious process; it took a long time; and was labour and cost intensive. However, we see it as an investment in the future so that we can continue to offer our customers

products and services at the highest professional level.” Mark Busche adds, “This greatly simplifies the work process and saves time for everyone involved – zipOn, promotional products distributors and industry customers – and the

price of embroidery only plays a secondary role. Anyone who understands the system realises that the real issue is the savings that is achieved for the associated cost centres.” The internet has arrived in the embroidery business – at least at zipOn. www.zip-on.com



The new stickXpress box.



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SESSION BY IMPRESSION TOUR

SUCCESSFUL PREMIERE

From 30 January to 9 February the four promotional products specialists Giving Europe, reisen-thel, Nestler-matho and Häusser Europe toured eight cities together for the first time with new products for the current year in their baggage. It was a premiere that was very well received.

Nowadays there are many road shows in the industry, but none of them takes place at the beginning of the year, thus directly after the PSI. The four suppliers Giving Europe, reisen-thel, Nestler-matho and Häusser Europe have now closed this gap. Together they hit the road to visit clients all over Germany and Austria. They presented this year's newest top advertising products. "After the PSI Trade Show there is frequently a need for more information on the products presented there. We rec-

ognised this and have found a remedy with our 'Session by Impression Tour', explains Bernd Schädlich from Häusser Europe OHG.

CONSTRUCTIVE TALKS

The road show partners opted for centrally located hotels in Vienna, Munich, Stuttgart, Frankfurt, Neuss, Bielefeld-Rietberg, Leipzig and Hamburg as platforms for presenting the new products of 2012. At the hotels, the suppliers spent several inspiring and pleasant hours with their clients.

Thanks to the professional expertise of the exhibitors, the road show visitors were able to gather thorough information on the three-dimensional advertising devices. However, this was not the only benefit of the communicative event. "Not only do we present the newest product ideas and trends to the promotional products distributors directly 'at their doorstep'. We also focus on personal exchanges at the road show," says Schädlich. The fact that the visitors spent longer periods of time at the stands shows that the intense talks were very well received.

POSITIVE RESULTS

The response to the road show was unanimously positive. For example, road show visitor Jürgen C. Neubert, owner of Jürgen Neubert Commercial Agency CDH, said: "The visit to the road show was definitely worth it for me because I did not attend the PSI this year. I saw and became familiar with new products at the event." The exhibitors already took positive stock at the fourth station of the road show: "We are very satisfied with the premiere event," said Stefan Müller from Giving Europe



GmbH. "More than 200 groups consisting of approx. 350 people committed to attend our first road show. It was a nice crowd, which by far exceeded our expectations." Due to the excellent reception, the tour will be continued next year. The "founding team" wishes to get even more partners on board for the second road show. <

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GREEN, FAIR, ORGANIC WITH A CLEAR CONSCIENCE

To act responsibly means to preserve the basis of life for man. This presupposes that nature is preserved. With the help of alternative concepts such as generation of energy from renewable sources, new strategies are explored. The industry also offers products that make it possible to advertise with a clear conscience.

When dealing with the environment, man often tends to forget one thing: man is also a part of nature and is responsible for preserving an environment in which life is worth living. The topics concerning our economy, which has dominated public discussion lately, allowed our concern with the environment to be sidelined a little. However, our economy is intrinsically connected with the issues of nature. Although it has been the case in many parts of the world that business acts at the expense of nature, in the light of global warming, other powers now favour a sustainable management of resources. Plenty of regional and local examples show that it is possible to do business successfully in this manner. To stop the exploitation of resources, which results in the collapse of the global ecosystem and the destruction of our existence, is going to be one of the major tasks of this century. On the following pages, we will show you a few (promotional) examples which may be small but in their totality are effective. <



GREEN PRODUCTS – INDIVIDUAL, FAIR AND SUSTAINABLE



Kai Reimers

Green products are a trend, hype and commitment – and also an effective promotional product. Those who manufacture and use them demonstrate their ecological and social responsibility. We spoke with Kai Reimers

from Neutral.com Aps about the “green wave”. The Danish textile manufacturer makes high-quality products based on the highest possible ethical and ecological standards.

Sustainable products have been in high demand in the last few years. How do they stand now in terms of their acceptance?

Their acceptance continues to increase. Above all, sustainable products are no longer only associated with “tree-huggers”, but have become part of the so-called “green lifestyle”, which is lived out by affluent consumers who are very interesting targets for the industry. It has almost become a matter of course to ask about the production conditions, origins and longevity of a product. However, we are not yet as far as Great Britain, where many more products bear the “fair trade” seal, for example.

What happens when users of promotional products give preference to products, which only have a green “façade”, and thus are not as green as people claim?

If the end consumer discovers a non-green promotional product behind the green fa-

çade, the damage to the image of the supplier or seller is immense. It would have been better to use no promotional product or a conventional promotional product. Customers have a right to not be deceived. Thankfully, they inspect very thoroughly whether there really is a green product behind the green façade. However, this is not always easily recognizable. For example, the term “organic” is not as clearly defined and demarcated in the very sensitive textile industry as in the food industry. Therefore, customers nowadays rightfully trust certificates and seals such as “fair-trade”, GOTS, etc. in order to be totally certain that they are really acquiring a real and documented added value for the additional price.

Are there preferred areas of usage for sustainable products?

Those products that are used directly on or by people, such as food, textiles and cosmetics, are certainly always in high demand. However, they are of course also on the advance in other areas. Customers are sometimes turned off by a presumed additional price. If one considers their longevity, their smaller impact on nature and man though, sustainable products often are better value for money!

Do firms have to have sustainable products in their portfolio in order to be competitive?

No, they of course do not necessarily have to be part of the assortment. However, they should be prepared – more and more customers are demanding sustainability. In recent years, large firms have increasingly focused on sustainability and Corporate Social Responsibility (CSR). This calls on us in the promotional products industry to communicate with our customers. Customers often do not know that they can credibly convey their position on sustainability with their promotional products. <

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ENVIRONMENTALLY SOUND LONGEVITY

Eco-promo, a specialist in innovative and at the same time ecological promotional products, presents – with its pre-printed cotton bags with the Fairtrade seal, produced from 100 per cent unbleached cotton – an attractive collection of long-life shopping helpers. The stylish alternatives to plastic carrier bags look better and are far superior to their less environmentally-friendly counterparts. Besides the long, colourful handles, the inscribed conservational sentiment catches the eye straight away: Three designs are available, with the stress on the different material qualities and the option to ensure an attention-grabbing addition by applying the appropriate advertising.

47503 • eco-promo GmbH • Tel +49 9369 9835910
 sales@eco-promo.de • www.eco-promo.de

NATURAL PRODUCTS IN HOT DEMAND

Who says that matchsticks must be made of wood as is traditionally expected? That this does not have to be the case is proved by AS Advertising's igniting products, which are ideal as mailing boosters or also as eye-catching promotional gifts. Corresponding to increased environmental awareness, the fire lighters from the north German company's range have been made out of cardboard that comes from 100 per cent waste paper. A high-grade print quality is nevertheless guaranteed. The match head is either available in green, in accordance with the eco look, or other colours.

42676 • AS Advertising Support Werbeträger Vertriebs GmbH • Tel +49 4154 81061
 info@as-advertising.de • www.as-advertising.de



1:0 FOR NATURE

Under the motto, "Natural, organic, green" Holz-Fichtner has brought onto the market a briefcase manufactured entirely from wood for the promotional products sector. The new product is something for football fans: Outwardly looking like a briefcase, the interior of this baggage item will recall football year 1954. After all, inside it has a lawn green lining with a playing field and an extra compartment under the briefcase lid, which is made to look like a typical football kit in a retro design. The briefcase can be optionally supplied in bird's-eye maple, nut burl, and mahogany.

41782 • Reiner Fichtner • Tel +49 921 789510
 info@holz-fichtner.de • www.holz-fichtner.de

-Advert-

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EXTRANET

Your own offer within a few minutes with your own corporate identity and margin, which can be forwarded immediately to your customers



GREEN COIN

Green Coin is a product concept from e+m Holzprodukte and fits in all common shopping carts. The star attraction: The choice of material, FSC certified wood. The front can be printed with the customer logo on request, the reverse is laser printed with the FSC logo. A smooth version is available, along with a variant comprising a hole for fixing to karabiners. Green Coin is supplied in printable individual packaging or loose from 500 pieces.

42200 • e+m Holzprodukte GmbH • Tel +49 9181 2975-75
 info@em-holzprodukte.de • www.em-holzprodukte.de



STRIKING ARGUMENTS

With its new Green Series Donic-Schildkröt, available in the promotional products sector under distribution by MTS Sportartikel, is the first table tennis manufacturer to insist on sustainable production. The new line starts with paddles of various levels, produced exclusively under the use of FSC certified wood, and three 1-star balls in a practical carry pouch. The FSC label is the Donic-Schildkröt banner for responsible dealing with the world's forest resources.

48527 • MTS Sportartikel Vertriebs GmbH • Tel +49 8171 431825
 ak@mts-sport.de • www.mts-sport.de

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 G E R M A N Y



Cellulose basierend.
 Aus heimischen Weichhölzern.





ECOLOGICAL COSMETIC SETS

Cosmetic items with a high awareness of environmental resources are manufactured by Bio Laboratories from Great Britain for the promotional products sector. Besides lip and skin care products, the product range comprises many other cosmetics, available as gift sets in environmentally friendly packaging. The European-made products are poured into bottles made out of PET as well as ones made out of recyclable aluminium from Europe. The packaging material for the cosmetics sets, available ex-warehouse in England, is made out of ethylene-vinyl-acetate, an environmentally friendly alternative to PVC, as well as out of hemp, a natural material from which bags and clothes are also made.

46839 • Bio Laboratories Ltd. • Tel +44 161 9039520
 sales@bio-labs.co.uk • www.bio-labs.co.uk

CLIMATE-FRIENDLY BOTTLE HOLDER

A combination of shopping and bottle bag made out of jute is on offer by Green Earth Products. It is equipped with a foldable bottle holder and can thus be used equally for transporting purchases and a maximum of six bottles. The luxurious, padded cotton handles ensure high carrying comfort. The bags are available ex-warehouse.

48277 • Green Earth Products • Tel +31 800 3332220
 info@greenearthproducts.eu • www.greenearthproducts.eu



SAY IT WITH FLOWERS

Plant-It is the name of the new paper concept from Oakthrift from Great Britain, which will leave all garden fans wide-eyed: The printable paper is manufactured out of recycled paper and contains organic pigments and plant seeds which – once buried in soil and regularly supplied with light and moisture – produce a little ocean of flowers. In addition, the many innovative ideas from the Home & Garden division of Oakthrift are ideally suited to everyone wanting to communicate a responsible attitude towards the environment.

48365 • Oakthrift Corporation Ltd. • Tel +44 20 83270222
 sales@oakthrift.com • www.oakthrift.com



ECOLOGICAL DATA TRANSFER

British promotional products manufacturer USB-FlashDrive.com, specialising in electronic media, is launching various USB-technology-based innovations on the market. The English producers promise that they can supply branded quality sticks in the widest variety of designs in less than seven days. This extremely brief supply time comprises the blending of Pantone dyes for printing, customisation, and packing ready for shipping. All USB models available from a storage capacity of 16 GB and upwards are turned into promotional ambassadors with an environmental message through being made out of recycled material.

46516 • USB-FlashDrive.com • Tel +44 1753 491470

sales@usb-flashdrive.com • www.usb-flashdrive.co.uk

TAILOR-MADE SKIN PLEASERS

A high-quality range of organic handtowels, manufactured from organically grown yarn, is available from Floringo from Bavaria. The ecological skin pleasers are manufactured using a conservational manufacturing method according to the Global Organic Textile Standard (GOTS). The natural product is available in white, sand, ocean blue, and lemon as a hand or shower towel, also in tailored custom designs.

44389 • Floringo GmbH • Tel +49 8847 6907-0

info@floringo.de • www.floringo.de



-Advert-

SHORTY
MADE IN GERMANY





NOBLE PLACE FOR ORGANIC WASTE

The mini bio bin Bio Buddy from Stiefelmayer Contento designed in the American Style fits perfectly into every kitchen. Up to four litres of organic waste fit into the small helper which only has to be disposed of on the garden compost or in the bio bin every few days. Replaceable charcoal filters in the stainless steel lid prevent smells from escaping and provide the necessary oxygen supply. The lid consists of stainless steel, the container is made out of powder-coated steel.

45280 • Stiefelmayer Contento GmbH & Co. KG • Tel +49 9342 9615-0
info@contento.com • www.contento.com

SUSTAINABLE NATURAL BEAUTY

With its innovation Pflanz-Holz – plant-wood – emotion factory is setting its sights entirely on nature: The little pot made out of real maple is planted directly with the enclosed sunflower seed and the peat tablet and lets an exciting natural spectacle ensue on the desk. There is space for the promotional message on the encompassing sleeve, and additional laser printing on the cube with logo or message is possible. The little pot can also be supplied with multi-colour printing from an order quantity of 250 pieces.

45997 • emotion factory GmbH • Tel +49 7042 81550
info@emotion-factory.com • www.emotion-factory.com



GOOD JUTE

The trade show bag made out of jute from Green Earth Products from the Netherlands is produced in exactly the right size for accommodating brochures and flyers. The printed-on logo turns it into an attention-grabbing eye-catcher at trade shows and events. The robust jute bag is more resilient than its counterparts made out of cotton, paper, or plastic. Long, padded carry straps made out of cotton ensure carrying comfort and a luxurious look.

48277 • Green Earth Products • Tel +31 800 3332220
info@greenearthproducts.eu • www.greenearthproducts.eu

-Advert-





Ein Vogel für die Bewässerung als praktisches Design-Gefäß

Einfach mit Wasser füllen und die Pflanze ist versorgt.
Vogel aus Kunststoff mit Tonfuß in der Geschenkkrolle.



...**GRATIS!** KATALOG 2012 anfordern unter info@multiflower.de
Multiflower GmbH, Industriestrasse 88, D-69245 Bammental • info@multiflower.de
Telefon (+49) 6223 86 65 60 • FAX: (+49) 6223 86 65 6-10 www.multiflower.de

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GIVE ENERGY TO YOUR HOLIDAY WITH THE NEW "SOLAR CHARGER TOWEL"!

A completely new and innovative product that gives you the opportunity to relax,
charging of the battery of your mobile phone, camera, MP3/MP4 player...

**IT IS PRACTICAL,
ENVIRONMENTALLY FRIENDLY AND FUN!**

The pack includes a terry cotton towel,
an inflatable pillow with a special waterproof pocket,
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The product is
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for all Europe.




STILEMA®

Contact: **Stilema Srl - Milano, Italy**
PSI MEMBER
Tel. +39 0267100655 - Fax: +39 0266718496
e-mail: alessandroborelli@stilema.com



TUSCAN DREAMS

Customers are lured into a relaxing holiday of the senses with a wellness set in the form of a basket bursting with olives: The contents of the olive basket – shower gel and bubble bath containing 370 millilitres each, 50 millilitres of body lotion and body peeling, 100 grams of bathing salts as well as a 20 gram light mesh sponge – guarantee relaxing moments. The Tuscany flair is enhanced by the olive aroma of the bath salts in the bath. The packaging of the items, a decorative green basket, makes the ensemble an unforgettable present.

46887 • Kundenpflege Wellness & Care GmbH & Co. KG • Tel +49 6541 812950
info@kunden-pflege.de • www.kunden-pflege.de

GUARANTEED GROWTH

The logo pot from the emotion factory range, equipped with peat tablet and plant seeds in the lacquer colours red, blue, white, and terracotta, promises brilliant opportunities for growth. Various seed varieties are available as pot contents, including sunflowers, cress, or basil. Customisation is performed in four colours on the cardboard as well as on the edge of the little pot, where the printing is monochrome.

45997 • emotion factory GmbH • Tel +49 7042 81550
info@emotion-factory.com • www.emotion-factory.com



RELAX ON AIR

This trendy lounge floor cushion from HappyBubble from the Netherlands is not filled with beans but 100 per cent air: This makes it possible for the comfortable seat to be transported and stored in a space-saving way with absolutely no problems. After being inflated in roughly ten minutes, it is around 110 centimetres wide and offers plenty of room to relax in. This floor cushion, which can be used in the garden, on the beach, on holidays as well as at events or festivals and which is even waterproof so suitable for on water, can be finished individually and is available in six colours. It is delivered in an elegant bag with a shoulder strap.

48616 • HappyBubble BV • Tel +31 6 55836383
maurice@happybubble.nl • www.happybubble.nl

-Advert-



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Your Contact:

 Reed Exhibitions

PSI NL der Reed Exhibitions Deutschland GmbH | Völklinger Straße 4 | 40219 Düsseldorf | GERMANY
Eva-Maria Geef | Tel.: +49 (0) 211-90 19 12 90 | Email: EvaMaria.Geef@reedexpo.de | www.psi-network.de/award





GOLDEN YELLOW TIMES

Recipients of the little plastic growing pot from Multiflower, which comes together with earth and lemongrass seeds, experience an exciting spectacle of nature when they regularly water it. And, at the same time, the people from Bammental in Germany also supply the argument why the newcomer should be given a prominent position on the office desk in the form of an attractive, white ceramic pot. A logo can be placed directly on the pot holder using tampography. The standard motif on the encircling banderole also provides sufficient space for the advertising message. An individual design is possible as of 250 units.

45974 • Multiflower GmbH • Tel +49 6223 866560
 info@multiflower.de • www.multiflower.de

BREATHE DEEPLY

Air fresheners for use in cars or offices can traditionally be counted among the most effective marketing and advertising tools. These air fresheners, which are made out of paper and presented by the Czech manufacturer Jees in the most varied forms imaginable due to low prices and high flexibility during production, have become popular giveaways. The customer's message can be conveyed in the most effective and lasting way through printing and design as well as through a combination of fragrances. The aromas stem from a European production and meet the REACH standards.

48579 • Jees s.r.o. • Tel +420 326 903818
 jees@jees.cz • www.powerair.eu



INDIVIDUAL BIO TEA CREATIONS

Sanders Imagetools' range not only includes the recently established Bio TeaSticks as well as eight standardised blends of tea, the Bavarians are, in addition, making the development of quite individual bio blends of tea possible for the promotional product trade according to requests by customers. A good example is a bio blend of tea closely tailored to the image of a Swiss mountain scenery with fresh herbs from the Alps that stem from controlled natural wild plants in the Swiss mountain ranges. This combination is, like many other blends, also free of any artificial flavours and preservatives and emphasises the desired image of the bio culture. An individual bio blend of tea in flowpack wrapping is available as of a minimum order of 20,000 units.

46551 • Sanders Imagetools GmbH & Co. KG • Tel +49 9401 60798-0
 welcome@imagetools.com • www.imagetools.com





BRILLIANT COVER

Anyone who backs ecology and sustainability but does not want to do without electronic items is on the safe side with the USB sticks from KMS Kafitz which have “green” covers: This idea, which is especially intended for individualists, is based on USB sticks with covers that are made of wood or bamboo – and therefore out of products which are fast growing and conserve resources. Every item is unique and impresses because of its simple elegance. In addition to this, the wooden cover is pleasant to touch and perfectly complements the modern technology inside the sticks.

48108 • KMS Kafitz Medienservice GmbH • Tel +49 2234 9908545
info@kms.eu • www.kms.eu



LED VERSUS LIGHT BULB

Penlights, Richard Cermak’s quality brand, has always stood for quality. The Penlights, which are equipped with LEDs and which can be individualised through laser engraving or printing, are part of the tried and tested lights. Compared to a Penlight with a light bulb, equipping it with an LED, which has an illuminating capacity of 100 hours with a battery pack, has proved to be much more environmentally friendly. This is due to the fact that the consumption of a light bulb of about four hours with a battery pack is, by comparison, considerably higher.

44668 • Richard Cermak Penlights (Made in Germany)
Tel +49 7231 106105 • info@richard-cermak.de • www.penlights.de

The Collection



2012



91105

91115



91102

81472



91125

81473

AND MORE!
WWW.TOPPOINT.COM



87524



GROWING ATTENTION

It is so flat that it can even be sent by post: the small planting box from Multiflower, the components of which can be fitted together effortlessly and in no time at all. The person receiving the present is able to put together a planting box made out of birch wood without further ado and to plant the earth that has been supplied for the cultivation of the flowers together with the contents of the little packet of seeds in it. Instructions can be found on the back of the packaging. Moreover, there is plenty of room on the standard motif of the slipcase for the advertising imprint. Individual designs are possible as of 250 units.

45974 • Multiflower GmbH • Tel +49 6223 866560
 info@multiflower.de • www.multiflower.de

ECO-FRIENDLY DESIGN IDEAS

Kymm Bags' current collection provides a particularly environmentally friendly designer alternative to conventional plastic packaging and bags. All bags on offer are made of either natural bamboo, recycled PET bottles (RPET) or other recycled fabrics and materials. As a worldwide first, the company uses bio-degradable leather for its high-end promotional bags. The bamboo and RPET bags are available for delivery from stock. All items can be custom printed. And even here, environmental considerations have a central focus: only water-based colours are used.

42480 • KYMM Bags by SL Lederwaren b.v. • Tel +31 575 515455
 info@kymbags.com • www.kymbags.com



VERY TRENDY BIO STYLE

Mantis World from England, known throughout the industry for textiles that have been manufactured in a fair way, attaches great importance to an environmentally friendly production and humane working conditions in their partner factories. The product lines Mantis for adults, Humbugz for children as well as Babybugz for babies are all based on this creed, all of them have been certified with the Oeko-Tex label. In addition, the bio collection with fashion for all age groups has been awarded the GOTS certificate. Even so, the prices still remain competitive. Mantis has introduced quite a number of new, fresh colours into the new styles for 2012. Cobalt blue and fuchsia, for instance, are new alternatives to classic colours for baby clothes. Mantis has also integrated a wealth of new models with very modern cuts into the range for adults, too.

44978 • Mantis World Ltd. • Tel +44 207 2248991
 info@mantisworld.com • www.mantisworld.com

-Advert-





Hat Ihr Kunde ein originelles Logo
oder ein Produkt mit dem
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Silikongussverfahren in
Kombination mit einem
USB Stick schon ab 100 Stück.

Idee!



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einen ganz individuellen auf
das Unternehmen bezogenen
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Das Herstellungsverfahren
der Silikon USB Sticks ist
so simpel wie Kuchen backen
fragen Sie uns...



BELLE LOGO

DIE MARKENVERSTEHER

▶ Produktportfolio mit über
600 hochwertigen Marken.



Wir liefern exklusiv
Produkte für die
Europameisterschaft

2012!

Eine Auswahl unserer Lieferanten





A REFRESHING BREEZE ON THE TASTE BUDS

These well-known rectangular peppermint bars and packs can be ordered from the Peppermint Company in the Netherlands as of 1,000 units. The wrapping can be printed with the most varied logos or advertising messages imaginable using digital four-colour process printing. Printing using pantone colours is also possible as of 5,000 units. The packs are full of very high-quality peppermint specialities based on an old recipe from the company.

44176 • The Peppermint Company • Tel +31 53 4750430
info@peppermint.nl • www.peppermint.nl

CONVINCING SALES AIDS

With regard to sustainability and social responsibility, Neutral.com ApS from Berlin promises consistent implementation on the subject of advertising media. After all, the clothes from Neutral's range are all high-quality, portable products which have, moreover, been certified according to BSCI, GOTS and Fair Trade without exception. In addition to the high-quality products, Kai Reimers, who is the first contact person at the Berlin-based company, delivers convincing sales aids for discussions with customers together with descriptions of the certificates in the form of images and text material.

45411 • Neutral.com ApS • Tel +49 30 69536881
reimers@neutral.com • www.neutral.com



GREEN AND BLUE

It is not always easy to keep track of all of the different organic labels. However, everybody is familiar with one: The Blue Angel is the oldest, best known and most stringent environmental label in the world. And the calendar manufacturer Geiger from Germany is having a number of its products customised with this Blue Angel now. Not only the recycling paper and cardboard materials have been given this label but also the products themselves bear the well-known symbol. Geiger offers monthly planners, table calendars, weekly timers and notebooks under the new label Green+Blue. "We are selling the Green+Blue products at the same price as conventional items - this should make it much easier for many customers to make the decision to do something for the environment without burdening their budgets further."

41615 • Geiger Aktiengesellschaft • Tel +49 6134 188-0
info@geiger.ag • www.geiger.ag



STICKY NOTES IN PERFECT FORM

Thanks to the new Smart Cut technology, Notes now offers perfectly cut adNotes. Almost any shape is possible using this new punching technology. In contrast to the classic punching process for sticky notes, which uses so-called “push-through” punching, the new Smart Cut process allows very fine details to be achieved in the cutting form. A further distinctive advantage of this technique is that it allows inner punching, which enables desired shapes and figures to be cut within the block itself. Impressive effects can be achieved this way, as the free spaces inside the block can be filled. For example, if a shape is cut in the contour of a product, the relevant product can then be inserted in the space. Notes also offers a multitude of special options for the sticky notes produced using the Smart Cut process, such as varying images and varieties compliant with FSC or PEFC standards made of recycled or coloured paper.

44879 • Notes GmbH & Co KG • Tel +49 4106 76580
 info@notes-international.com • www.notes.sh

-Advert-



Strong in custom made bags

The Collection 2012 bio bags



91600



91359



91473



91358



91601



91608



91472

AND MORE!
WWW.TOPPOINT.COM



91427



ROBUST PROTECTION

This lorry tarpaulin gives traditional gymnastics bags a modern look and protects them perfectly against dirt and water in addition. The robust bag Truckz Gym from Trendbagz, also functions as a shoe bag, which is very practical. Dirt and water are repelled both from the outside and from the inside of the bag. Either screen printing or embroidery can be chosen for the finishing.

48336 • Trendbagz GmbH • Tel +49 201 8993650
 info@trendbagz.com • www.trendbagz.com



STYLISH WITH A CLEAR CONSCIENCE

T-shirts that have been 100 per cent sustainably produced with printing that is phthalat-free are available at Promart Promotion from Turkey. The shirt is manufactured from pure cotton and is free of all substances that are harmful to the environment. It is completely biodegradable and provides the advertising company with suitable arguments for an environmentally friendly and healthy orientation.

48354 • Promart Promotion • Tel +90 21 63309094
 info@promart-promotion.com • www.promart-promotion.com

QUALITY FROM WASTE WOOD

The extraordinarily successful family of EvoWood pocket knives from Wenger with grips made of Swiss walnut wood has grown. With a main blade, nail file, micro-toothed scissors, tweezers and a toothpick, the EvoWood 81 has the basic functions of a pocket knife for him and her at a reasonable price. The 65 millimetres small model soon becomes indispensable and fits into every small pocket or can be attached to a key ring. A logo can easily be applied by laser. Wenger uses waste wood from Swiss furniture manufacturing and therefore values environmental friendliness and sustainability.

41898 • Wenger S.A. • Tel +41 32 4213900
 kontakt.de@wenger.ch • www.wenger.ch



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25
ANNIVERSAIRE



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Compact
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+34 91 523 82 06



The numbers of the calendar on the production hall can be seen from far off.



Up to 5,000 calendars are produced here every hour.

TERMINIC GMBH

THREE-MONTH CALENDAR 75 YEARS OLD

It is hardly possible to imagine an office today without the calendar and advertising medium which originated 75 years ago. It was then that the three-month wall calendar was born. The occasion was an order by Unterweser Reederei AG to the printing plant B. C. Heye & Co. in Bremen.

The German shipping company wanted a new type of calendar which met the special requirements of shipping – the idea was to support the charterer in his long-term planning; a necessity based on a ships' long periods of travel. The calendar had to be uncomplicated and quick to manage and ideally provide space for the company's "illustrated advertisement". The

"shipping calendar" developed in 1937 by B. C. Heye was the world's very first three-month wall planner: three months at one glance including all important information, simple to attach to the wall and easily read – even at a distance. And with the illustrated advertisement in the head area, it represented a perfect advertising medium.

DEVELOPMENT IN BECOMING VALUED ADVERTISING MATERIAL

Production was interrupted by World War II but, after the War, it began again and the "shipping calendar" was supplied mainly to shipping companies and enterprises related to shipping. Other companies, for example, carriers, soon also discovered the benefits of the wall planners and the prac-



The terminic Team presents the jubilee calendar.

tical calendar with the large-format advertising message started to interest other branches of industry. By the sixties, a means of planning and advertising, valued worldwide, had long since developed from the shipping calendar which originated in Bremen. And, by the beginning of the Sixties, the product name terminic had developed into a synonym for high-quality three-month wall planners. Terminic is registered as an international trademark. In 2000, the company, B. C. Heye & Co., was renamed to terminic and since then has been called that just like its products.

WOLFGANG ROLLA DU ROSEY SUCCEEDS ROLF ILG

The managing director and owner of the company, Rolf Ilg, played a decisive part in the success of the three-month calendar. At the beginning of the 1950s, he had already recognised the great potential of the new advertising medium and developed the three-month wall planner to become one of the company's core products. He remained a partner, advisor and friend

of his successor, Wolfgang Rolla du Rosey, even after retirement.

SUCCESS IS THE PREREQUISITE FOR GROWTH

In the meantime, the old premises had long become too small for the company. After a long stay in Bremen's surrounding area, the company returned to Bremen in 2008 to a newly erected company building which had been awarded a prize in an architectural competition. The large-format num-

THE HEAD OF THE COMPANY

Wolfgang Rolla du Rosey has known the business in high-quality wall planners for more than 25 years after his training as a banker and lawyer. Born in Hamburg and a confirmed HSV fan, he started in the sales department and, about 15 years ago, he took over the management from his father-in-law, Rolf Ilg. As managing shareholder of the company, he has remained responsible for the worldwide success of the terminic wall planner since then.



Wolfgang Rolla du Rosey



The new company building: 6,000 square metres, modern and functional.



The first company building.

bers on the calendar are visible on the external walls from a distance, in fact from the A1 motorway. To manage the volume of several million calendars each year, all divisions, from the delivery of goods, production and further processing to the finished goods store are ideally adapted to the company's internal processes on 6,000 square metres of covered area. Up to 5,000 complete calendars can be produced, blocked and packaged per hour on several production lines, if desired, individually with wrap-around day markings; during the season in several shifts.

PRODUCTION PROCESSES OPTIMISED

On the very first three-month calendar being developed, terminic created the basis for a market in which today wall planners are sold in various designs, formats and qualities. In the past 75 years, terminic has perfected its own wall planners with many details and technological innovations into high-quality planning instruments and advertising media. The production processes have also been further developed. As

the very first calendar producer, the company had itself certified in accordance with the Process Standard Offset Print (PSO), for particularly demanding print on cardboard packaging in full colour/4c in the 100-line screen on 380g/sq cardboard. Only paper and cardboard from sustainable forestry is used for the whole range. Terminic is certified here in accordance with the Forest Stewardship Council (FSC). What originally began with an order placed by a shipping company in Bremen became a success story throughout the entire world. Each year, terminic sends millions of wall planners to nearly every country in the world in a selection of more than 30 languages as standard. And Unterweser Reederei AG, the company where everything began 75 years ago, still purchases its wall planners from terminic – today, however, as four-month planners. Terminic has every justification to be particularly proud of this business relationship lasting many years.

www.terminic.eu – www.competence-in-calendars.com



The previous managing director and owner of the company, Rolf Ilg, at the PSI Trade Show.



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Product Finder 2.0 – Find promotional products – any time, anywhere.

The best Product Finder ever is now available in a mobile version for iPads and smartphones such as iPhones, BlackBerrys and many other Android-based systems. No restrictions in terms of time or place - wouldn't that be ideal? For users of the mobile Product Finder this is now possible. Whenever and wherever you need to look for – and find – promotional products. A mobile web-capable mobile device and the Product Finder app allow you to do just this.

Simply give Tobias Fliss a call on: +49 (0) 211 90 191 - 315 or mail him at: Tobias.Fliss@reedexpo.de



Gustav Daiber, the founder of the company.



Walter Daiber took over the business in 1950.



In the 1950s, the building in Poststraße was the home of the company.

1912

1950

DAIBER TURNS 100

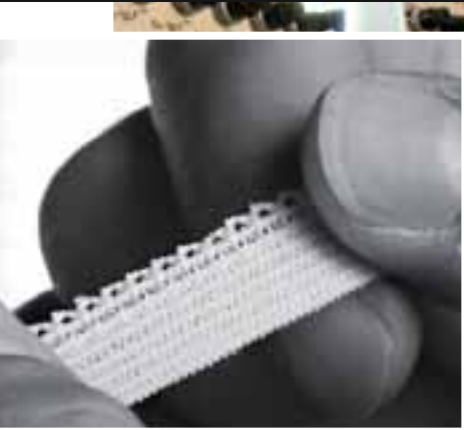
THREE GENERATIONS: A TRADITION OF INNOVATION

The promotional wear specialist, Daiber, celebrates its centenary in 2012. It also represents 100 years of competence in textiles. The company which now operates worldwide was founded in the Swabian town of Albstadt on 1 February 1912. Let's now look back at the company's history over the past century.

A success story spanning 100 years is, however, no reason for Gustav Daiber GmbH, or for its managing director Rolf Daiber, to rest on their laurels. "We regard this anniversary as a milestone in the history of the company, setting examples for future generations to follow in taking courageous but well-founded business decisions."

ELASTIC BRAID, SEWING THREAD AND BUTTONS

Gustav Daiber founded a sales agency for textile accessories in Ebingen in the Zollernalb region on 1 February 1912, laying the foundations for the present-day company. The company operated a successful trade in elastic braid, sewing thread and buttons during its early years. By 1928, Gustav Daiber had already established himself as a



During the first years following the founding of the company, Daiber was successful at selling elastic braids (pictured), sewing thread and buttons.



In 1976, Rolf Daiber founded the embroider shop, where state-of-the-art technology is now used.



In 1976, Rolf Daiber founded the embroider shop, where state-of-the-art technology is now used.



As early as in 1984, Daiber first introduced photorealistic motives for offset printing on T-shirts. The picture shows modern offset printing machines.

1962

1974

1976

1984

successful and modern commercial agent, supplying products to textiles businesses through the entire Alb region.

STEADY GROWTH

In 1950, the running of the business passed along to the second generation, and Walter Daiber kept the company on its successful course. It soon relocated to new, larger premises. Walter Daiber quickly came to realise that the key to success is production, and so the company started to manufacture bows for the lingerie industry. The company celebrated its 50th anniversary in 1962. A new business idea was also born in that year, importing elastic raschel lace from France and bows from Italy.

RECIPE FOR SUCCESS: TRANSFERS

The company reached another important milestone in 1974 when Rolf Daiber took

over the running of the business from his father at the youthful age of 20. His first project was a trip to Taiwan to recruit manufacturers. A new development revolutionised the textile finishing industry in the mid-1970s, transfers. Daiber secured the sole agency for Germany's first manufacturer of transfers, once again ahead of its time.

BREAKING INTO ASIA WITH EMBROIDERY AND PRINTING

While the company remained on course for growth, Rolf Daiber founded its embroidery division in 1976. It invested in four automatic embroidery machines and recruited new staff. The fashion boom continued in the 1980s fashion, with millions of T-shirts with glitter motifs being embroidered and printed. Rolf Daiber was quick to respond to this, and the compa-

ny consolidated its position as market leader. Daiber then unveiled a global innovation in 1984, creating photo-quality images on T-shirts through offset printing for the first time ever, and demand surged. Consequently, Daiber Far East was founded in Hong Kong's Central district in the late 1980s. To this day, Daiber still successfully distributes transfers in Asia.

MARCH OF THE CAPS

The company achieved even more success in the 1990s with the establishment of a transfer printing plant in Ireland. This idea, which Rolf Daiber had in the mid-90s, was a game-changer. It proved to be an historic moment – the company moved into caps. He concluded contracts with two Chinese cap producers in Hong Kong, and the first containers packed with 154,000



Smart, functional and modern – this is how the exhibition and office premises at the company headquarters in Albstadt are presented.



1996

2001

2012

caps were shipped on 30 May 1996. Daiber wasted no time in establishing itself as one of the biggest suppliers of caps in Europe, and the Number 1 in Germany. The company's first brand, Daiber Caps, appeared in 1998.

TRENDY COLLECTIONS

Daiber embarked upon a new era at the turn of the millennium, launching a suc-

cessful collection of its own. Nowadays, Myrtle Beach has become the most successful caps brand in Europe. Another of the company's fashion brands, James & Nicholson, followed soon after. The company moved into high-quality promotional and functional wear in 2001. 2012 marks Daiber's anniversary. As manufacturer of the Myrtle Beach and James & Nichol-

son labels, the company now offers a comprehensive and enormous range of trendy, promotional textiles right across Europe – Promotion at its best.

www.daiber.de



À BIENTÔT AU 51^e SALON PSI 2013

9. – 11. JANVIER 2013

www.psi-messe.com



**PLUS DE TENDANCES.
PLUS DE MARQUES.
PLUS DE CHANCES.**



Anyone for a thermal shower? PSI visitors were clearly impressed by the products offered by Ceotra.

CEOTRA VERTRIEBS- & HANDELS GMBH

HIGH-QUALITY ELECTRONIC DEVICES

Since mid-2009, the Berlin-based Ceotra Vertriebs- & Handels GmbH has been a member of the group of PSI manufacturers under number 47 689. During this time, the supplier of high-quality electronic devices has gained the trust of numerous promotional product distributors.

In our presentation, we would like to take a closer look at the Berlin-based company with an international reputation. The B2B professionals at Ceotra Vertriebs- & Handels GmbH have been successfully marketing their company for several years now. Last January, Ceotra presented its products and services for the very first time

at the PSI anniversary trade fair. Managing directors Andreas Hebestreit and Thomas Faisst, as head of sales also the direct contact person for PSI distributors, were impressed by the encouragement and concrete interest of the visitors. "The response has been wonderful. Given the consistently positive impressions and results

of our participation at the fair, we have already secured a stand for the next PSI trade fair," says Andreas Hebestreit.

MODERN LOGISTICS - SPEEDY DELIVERY

The great interest shown at the fair was hardly surprising as Ceotra offers the promotional products industry numerous attractive and trendy products from the predominantly electronic sector of the industry. And here the company offers an amazing range of impressive products. First of all, however, it was considered important to emphasize that "our products are marketed exclusively by distributors," as Thomas Faisst pointed out. "Our range consists of over 900 stock items in large quantities up to container volumes," says the sales manager and adds: "We supply our customers throughout Europe with mostly products we import from around the world." This is carried out from the modern high-bay warehouse of the Ceotra logistics centre at Hermes Warehouse Services (HWS) in Löhne.



The Auna Musio is a sound system that is whole-heartedly devoted to the modern media world. The accessibly positioned iPod dock and an AUX input terminal hospitably open the doors for mobile audio components.



Always in touch with customers: (from left to right) Andreas Hebestreit, Managing Director, Franziska Petschow, Controlling and Thomas Faisst, Sales Manager.



Great interest shown at the company's stand at the PSI trade fair.

WIDE RANGE OF PRODUCTS

The product range includes the segments of electronics (including car multimedia, DJ equipment, DVD players and micro stereo systems, home theatre screens), small household appliances, catering-event tech-

nology as well as home improvement and toys. (The images on these pages show a small selection.) In addition, there are "the latest product ranges and product innovations from renowned brands as well as their absolute highlights," as Andreas Hebestreit points out. The managing director continued: "Another benefit from Ceotra and its team is the professional core competence with regard to our contact with European reseller markets over many years, in particular with national and international distributors, specialist traders and members of the PSI."

CUSTOMERS ENJOY TOP PRIORITY

As for the service offered by Ceotra, the customer always enjoys the highest priority. The business partners are kept up to date online: "Our customers receive proactive suggestions with product highlights for continued as well as best possible advertising success via a weekly newsletter. We also gladly send sample products. Anyone interested can call us to obtain prices for this service. In addition, all products



are now available at our website on the home page in the Products section, differentiated according to category. More than 700 articles as well as our complete catalogue including prices based on order quantities can be downloaded in PDF format," according to Thomas Faisst. <

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Tel: +49 30 36424914
Fax: +49 30 69088812
vertrieb@ceotra.de
www.ceotra.de



The Elektronikstar Scooter, a full-fledged style scooter with extra wide tread and a nonchalantly curved tail has a range of up to 16 kilometres when fully charged.

**BERND KOCH**

FROM VEHICLE FLEET TO ELEGANT TEXTILES

For more than 40 years now, Club Crawatte Crefeld, CCC for short, has stood for custom-tailored corporate design. One of the people who have helped shape the path of the company in becoming one of the leading producers of textile accessories is Bernd Koch. Trained as a forwarding agent, he has been working at CCC since 1998 and has held the position of managing director for the past ten years. With his excellent grasp of the current trends and entrepreneurial foresight, the company's fate is in safe hands.

At the beginning of his entrepreneurial career, Bernd Koch probably never dreamed that he would end up in the textile industry. The story of how this nonetheless came to pass is certainly worth telling. We meet this likeable man in his mid-forties in Krefeld, the German velvet and silk city. Although the truly great era of the numerous silk weaving mills, which gave the city its epithet, is now a thing of the past, the location of the German Textile Museum and many textile companies that exist to this day still point to the city's very special commercial physiognomy.

PRESTIGIOUS LABEL

In Krefeld, too, they have felt the effects of these times of globally open markets in which it is becoming increasingly difficult to prevail against low-wage countries, especially in such a specialized field as silk production and processing. Bernd Koch and his team have, however, so far succeeded in safely steering the company ship through all the economic storms. This, as he tells us, also has to do with the fame of the Club Crawatte Crefeld label, which is based on high quality, top-class workmanship and customer-oriented service. (The spelling with a "C", by the way, derives from the former spelling of the place name.) For more than 40 years, CCC has stood for custom-tailored corporate design in the field of elegant textile accessories, such as ties, shawls and scarves, for distributors. Originally independent, CCC became known as a brand name for custom-designed textile promotional products. Then, in the early 90s, cooperation with the market leader Ambiance began. This was a welcome alliance with a high-performance production plant, which itself currently manufactures more than a million silk accessories a year in Germany.

STARTING OUT AT HIS PARENTS' FORWARDING AGENCY

But let us return to Bernd Koch and his somewhat indirect path towards ties, etc. (which do, by the way, suit him very well). As mentioned above, he initially followed a quite different career path, being the third-generation offspring of a forwarding agent

family from Düsseldorf. He grew up in this environment and grew into it, playing in the “adventure playground” of his parents’ vehicle fleet with his friends as a child and learning to drive a forklift truck at an early age. He was also allowed to join long-distance job-related trips when he was young, which went as far as the ports of the Mediterranean. It was, therefore, hardly surprising that he eventually gained a qualification as a forwarding agent with a large forwarding agency, which was not particularly difficult for him to achieve thanks to his experience in the family business. He had, after all, learnt the profession “from scratch”. His future career seemed obvious: while still working for the company that had trained him, where he quickly took on responsibility, he additionally carried on his parents’ business along with his father, who sometimes also took on work from Koch’s first employer.

CONVOLUTED PATHS

The family forwarding agency with its 110 years of tradition was running satisfactorily. However, with the economic restructuring of Europe after the fall of the “Iron Curtain”, difficult times also descended on the medium-sized logistics company. With a heavy heart, but for reasons that were understandable from a business point of view, the Koch family decided to sell their forwarding agency. “It was a difficult decision, but we have not regretted it,” says Koch. However, forwarding was to continue to bring him luck. He had now been working for his first employer for ten years. A female colleague he knew and very much liked from this company moved to a different transport company and persuaded him to likewise change sides – this time, however, it was still within his own profession. Several years later it was, again, the recommendation of his now wife that led Bernd Koch to Krefeld. This time, however, he also changed job descriptions and was hired by a textile company called Club Cawatte Crefeld. Initially, Bernd Koch could not imagine taking on a new profession (“I just had a single leather tie in my wardrobe”). Exciting first impressions, however, quick-

ly caused his original reservations to disappear and he dared to take this step of change.

THE “METAMORPHOSIS”

After a week of working on a trial basis, Koch was convinced of his new professional environment and its prospects. So in May 1998, he began his career at CCC in Krefeld. Accompanied by his then boss and now mentor, Günter Jaust, he developed more and more of a feeling and a passion for textile accessories. Of great help to him in this were the company’s experienced salespeople, with whom he had “lessons” three times a week during his first two years. Perseverance, hard work and persuasiveness allowed Bernd Koch to progress quickly in his new surroundings. In April 2000, he was promoted to the position of deputy managing director. Less than two years later, in January 2002, he was already the managing director of Club Cawatte Crefeld. Günter Jaust, founder of the company Ambiance, is available at least once a week for questions concerning current processes, developments, projects and invitations to tender. “He is still on hand with help and advice for me, which I really appreciate. At the time of my transition, it was he who, with his level-headed, prudent and calm manner, gave me an understanding of the peculiarities of this new industry and made it easier for me to get started thanks to the trust he showed. I was able to learn a great deal from him and I am thankful to him for his constant support to this day,” says Bernd Koch, full of praise for his mentor.

ONGOING DEVELOPMENT

In the 14 years of his work there, Bernd Koch has steadily continued to develop the company, “thanks to the cooperation of a great team”. Since as early as 1993, CCC has been a member of the industry network PSI, whose Trade Show has opened up a broad spectrum of international contacts to the specialist for fashionable accessories. Bernd Koch considers a further important step in the path of the company to have been when they joined the Federal Association of Promotional Products



Suppliers (BWL), along with the additional trade fair appearances connected with that, which have helped them to tap the potential of partnerships with distributors and further raised the brand awareness of CCC. At BWL, they soon learned to value Bernd Koch’s hands-on, straightforward manner. After a short time, he took on responsibility as a board member there because it was important to him, through the work of the association, to further boost awareness of the promotional product as an effective form of advertising.

GREAT FLEXIBILITY

His desire to “gently modernize the company, adapt it to the current circumstances and position it stably on the market” is something Bernd Koch has so far been able to implement successfully. “This is only possible with a partner who trusts me and keeps giving me scope for innovation,” he emphasizes. CCC was one of the first providers of textile accessories to have its own, attractive internet presence. Every year, they bring out a new collection and an accompanying catalogue. A well-established team guarantees continuity in the entrepreneurial activities. Production is still carried out in Germany, giving the company a high level of flexibility. The sales depart-

BERND KOCH IN PERSON

What was your first thought this morning?

My to-do list.

When was your day a good day?

When I was able to meet all challenges and there was still time left for private things.

What puts you in high spirits?

Relating to business, it would be the conclusion of a well-negotiated contract. Privately, a few important points for Fortuna Düsseldorf on the road to the first division of the Bundesliga.

And what can really make you livid?

Unreliability and lateness.

What do you find easiest to forgive yourself for?

My impatience.

What makes you lose track of time?

Being with my wife.

Four weeks of forced holiday – where would you go?

Two weeks in the sun and two weeks in the snow.

What do you like to spend money on?

On anything that's fun, fast or tasty.

Do you allow yourself to be seduced by advertising?

Yes, especially when it's well made.

What makes a good promotional product?

It has to be of high quality, have a long lifespan and send a lasting message.

What was the best promotional product you ever received?

Impossible to choose just one. But examples are of course the biro, the torch in my car and the embossed leather cover for my iPhone, as well as the personalized calendar and of course the tie. These are all things I use on a regular basis or have owned for years.

What do you find annoying about some promotional products?

Inferior-quality copies.



ment and design studio are both incorporated into the company headquarters. The manufacturing department and the weaving mill are located very close by, meaning that at CCC it is possible to directly oversee the entire sales process from the order through to the delivery. The current developments are also encouraging. "The first two months of this year have gone well," Bernd Koch is pleased to report. Having their own warehouse with a stock of around 25,000 units further increases the level of flexibility.

STYLISH DESIGNS

In this way, CCC presents itself today as a company that is completely tailored to the customers' needs, celebrating successful advertising with sophisticated textile accessories. "In our professional studio, equipped with the latest technology, we develop stylish designs for the corporate design of the end customer in cooperation with our partners from the promotional products industry. First-class materials, top workmanship and, of course, individual requirements are our standard here," emphasizes Bernd Koch, who has clearly been altogether successful in making the transition from a logistics guy to a specialist in becoming accessories.

FOLLOWING THE SUN

And in his private life? He likes to get on his motorbike and "follow the sun". And if the weather is not suitable for travelling on two wheels, he and his wife switch to a pair of skis and weave down the slopes. His third hobby is not dependent on the weather, however, since the stadium roof of his favourite club, Fortuna Düsseldorf, can simply be closed if it rains. Claudia and Bernd Koch also feel quite at home in their own four walls, however, which happen – by chance (?) – to be in an old, listed silk weaving mill. <



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**PIÙ TENDENZE.
PIÙ MARCHI.
PIÙ OPPORTUNITÀ.**

INNOVATIVE PROMOTIONAL PRODUCTS



BACK TO THE ROOTS

Eurostyle Emil Kreher goes back to the roots with its Germany series, returning to traditional values and skilled craftsmanship. All of the items in this series are entirely hand made in Germany. The range includes a combi-purse and wallet, as well as a notebook, two notepad pouches, a book cover, two writing cases and the brand new stylish pouches for iPhone and iPad. The products are made of quality aniline leather with Rugato seams and, upon request, can be produced in the customer's preferred colours. They come supplied in paper-lined, lidded boxes. Complementary to this is the Torri series, featuring an embossed carbon look on cowhide.

41857 • Eurostyle Emil Kreher GmbH & Co. Lederwarenfabrik • Tel +49 921 789520
info@eurostyle-lederwaren.de • www.eurostyle-lederwaren.de

ALL EYES ON EXTERNAL CHARACTERISTICS

It's no new thing that, besides the actual product, external appearance counts as well. Product packaging has a significance that must not be underestimated, Notes knows, and dignifies that fact with its latest product series, a range of special adBox gift boxes. The boxes pique curiosity regarding their contents at first sight. Filled with custom designable adNotes adhesive notes, plus a mini ballpoint pen, the adBox gift boxes are shown off to their best advantage and confirm that the contents contain what the packaging promises. Additionally, the box can also be enriched with customised contents, a USB stick for example. It is available in two variants: The pleasantly non-slip fleece, soft textile-like to touch, or the custom printable cardboard for a wholly personalised appearance.

44879 • Notes GmbH & Co KG • Tel +49 4106 76580
info@notes-international.com • www.notes.sh



NEW LOOK PENS

The innovative transfer printing technology by Erga allows the finest details and colours to be faithfully reproduced on even the smallest of objects such as pens. The digitally printed foil is wrapped around the pen like a second skin and thus ensures that emotional promotional messages, right down to the smallest details, make a lasting impact. Photo-realistic images no longer pose a problem, says the provider. The seamless customisation of the ballpoint pens is sure to raise interest in this popular promotional tool and proves that a strong impression can be made with customers, even with relatively low budgets. Erga offers this enhancement option for orders starting from 500 units and within a production time of two weeks.

42480 • Erga Srl • Tel +39 11 2733032
info@ergaonline.com • www.ergaonline.com





A REFRESHING BUSINESS CARD

With the new B2Box, the company Magna sweets shows how the traditional business card can also incorporate a refreshing promotional greeting. The thin box with a hinged lid is only 8.5 millimetres high and comes in the size of a normal business card. It is filled with delicious business mints and offers the user the opportunity to attach his or her own business cards to the upper side of the box. After the mints run out, the B2Box can be reused as a business card case. What is more, the lid of the box can be finished with pad printing. The durable box, which is made out of tin plate, comes in matt silver. A matt white and black version will be available starting from the middle of the year.

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CHANGE REFILLS AT THE FLICK OF A WRIST

The new model Magic Duo from uma is equipped with a dual function that can be used at the flick of a wrist, in the truest sense of the word. Through a simple twist of the pen the marker refill in the pusher is moved into writing position and thereby offers a convenient function that is probably unique. The patented refill arrest mechanism ensures this effect. Added to this as an optical feature is the fact that, regardless of the respective writing or marker function, it looks to the observer as though the pen were standing on its head. Incidentally, perfectly customised ballpoint pen variants from uma can also be put together directly online using the convenient product configurator.

41848 • UMA Schreibgeräte Ullmann GmbH • Tel +49 7832 70740
info@uma-pen.com • www.uma-pen.com

ORGANISED CABLES AROUND YOUR EAR

Earphones for a MP3 player or a Smartphone have the big drawback that they constantly get tangled up, and what is more annoying is that they rarely match your outfit. This also frustrated the gadget designer Mieke Boogert, who was commissioned by the company Intraco to come up with a solution, and as a result he invented the Zipplug. Every Zipplug can be adapted and individualised according to the customer's wishes. This way, it not only serves as a CI messenger, but at the same time it also stops the thin cables on the earphones from getting tangled. Intraco indicates that because the production process is done manually there are also a lot of individualisation options to choose from. More detailed information is available upon request.

43540 • Intraco Trading bv • Tel +31 756475420
info@intraco.nl • www.intraco.nl



A HUGE SELECTION TO CHOOSE FROM

The textile printing company Textildruck Hafen GmbH has a huge selection of products that either have imprints or no imprints on them, which they are selling at wholesale prices. Their range of products includes shirts, bags, jackets, visors, caps and much more. They carry a total of more than 3,000 textiles from about 80 different suppliers. Their experienced printers guarantee a level of quality that satisfies even the highest of demands and all this from one source. According to the company, even large orders can be processed in a very short period of time and PSI members are granted special terms of sale.

44147 • Textildruck Hafen GmbH • Tel +49 231 5334330
info@textildruck-hafen.de • www.textildruck-hafen.de





OUTDOORS IN BRIGHT LIGHT

Whatever the occasion – a round of poker on the terrace, a night-time picnic in the country, or when camping: With the robust outdoor light Adria in the classic design from Ampercell, darkness will never put an end to fun. Twelve white LEDs ensure sufficient light for all sorts of activities and, when a somewhat duskier mood is called for, half the power is available at the touch of a button. The mirrored reflector cone scatters light evenly and without dazzling. An additional press of the switch will set the night mode going – the white LEDs go out and a single red LED provides a gentle guiding light. Thanks to this function the Adria will also assist when brightness is just a disturbance – during night fishing, for example.

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SWEETNESS PEELED FROM THE EGG

The way to tasty chocolate beans is opened with one click: the Snap-Master tins from Kalfany Süße Werbung surrender their contents simply and ingeniously fast. Especially at Easter, the attractive oval tin is a welcome give-away not only for chocolate beans, but also for many other filling options. Sugar-free peppermint pastilles, tic tac Fresh Mints or Fresh Orange, Pulmoll throat sweets, or sugar-free chewing gum offer a suitable solution for every occasion and all target groups. Correspondingly customised, even after consumption the tin is sure to remain a gladly used container for storing the little things in life.

42706 • Kalfany Süße Werbung GmbH • Tel +49 7643 8010

info@kalfany-suesse-werbung.de • www.kalfany-suesse-werbung.de

LUXURY FEELING ON THE MOVE

The brand new Dock series is among the highlights of the current Cerruti 1881 collection from Plastoria. The sophisticated-looking baggage line consists of a travel bag, a shopping bag, a laptop bag and a briefcase. The particularly striking thing about this range is the material used. Both looks-wise and feel-wise, the special imitation leather offers a genuine leather feeling and therefore has an extremely elegant appeal. The big Cerruti 1881 Logo exudes luxury. To match this series Plastoria additionally offers small leather goods, writing cases, pens and other accessories.

40637 • Plastoria S.A. • Tel +32 2 5219782

info@plastoria.be • www.plastoria.be



ESSENTIAL WHEN TRAVELLING

They are small and handy and yet they are undoubtedly one of the most important pieces of luggage you can take along while travelling. There is probably no other bag that you will take along with you more often than the toilet bag. Because the demands placed on this bag are just as different as the type of travelling that is done, Halfar has now added three different models to its promotion range. The toilet bag is part of the elegant JET bag series and it has three zipper compartments, one of which is a mesh pocket located on the inside of the main compartment. An alternative version is the Business model. It can be opened or hung up, displaying everything at the same time, from shampoo to razors. The toilet bag called Sport adds a little colour to the bag and serves as a shoulder bag. The sporty look is created by combining black nylon with a second colour. All three models can be upgraded by silk screen printing, transfer printing or embroidery. The JET and Business models can also have imprints placed on them by means of doming.

45666 • Halfar System GmbH • Tel +49 521 982440

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NOS VEMOS EN LA 51^a FERIA PSI 2013

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**MÁS TENDENCIAS.
MÁS MARCAS.
MÁS OPORTUNIDADES.**



SWEET ATTENTION-GRABBER

The product assortment of i.p.a. sweets ranges from tailor-made delicious treats for pharmacies through to appealing appetisers for entertaining and communicating with customers. A variety of packaging and customisation options tastefully round off the service spectrum. The strikingly designed test tubes can, for example, be filled with all kinds of promotional sweets. Whatever the preference – mint candies, salty liquorice slivers or glucose lozenges, chocolate drops in blue, brown, yellow, green, black, white, turquoise, orange, purple, red or pink – the plastic test tubes provide a strong package for the sweet delicacies. Customised finishing can be provided for orders of 500 units or more using pad printing. Silk screen printing is possible for minimum orders of 3,000 units.

45893 • i.p.a. Sweets GmbH • Tel +49 4242 961200
info@ipasweets.de • www.ipasweets.de

FASCINATING STRUCTURES

Exciting jigsaw puzzle fun from Ravensburger already reached a new dimension many years ago with the introduction of the 3D puzzle. After the immense success of the Eiffel Tower, Big Ben, Empire State Building and a North Sea lighthouse, the company is now going one step further by presenting a number of new fascinating structures. These include the Leaning Tower of Pisa, Taipei 101 and the Tower Bridge. A puzzle of the Brandenburg Gate will be released in September according to the manufacturer. All 3D puzzles are made of 216 or 324 bendable, flat or curved puzzle pieces, which fit together perfectly and solidly thanks to their shape and arrangement. No adhesives are needed when putting together the jigsaw puzzles.

46563 • Ravensburger Spieleverlag GmbH • Tel +49 751 861722
gisela.horn@ravensburger.de • www.ravensburger.de



TASTEFUL LOUNGE MUSIC

The first warm sunrays are luring you again to your terrace and to outdoor culinary activities. Fitting for the occasion, micx is selling new dinner and grill gift sets from its Media Set Collection which also include natural salt flakes for the modern gourmet kitchen. The sets not only offer tasteful chill-out or lounge music that can set the mood indoors too; they also include elegant salt flakes for refining meals that come out of a natural salt mill. Saltini's natural flakes with premium herbs and spices give meals a one-of-a-kind and natural flavour. The wine waiter knife included also makes the set unique. Micx gives more information about other adaptations for advertising messages on the internet site www.mediasets.de.

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Reichweite Werbeartikel

Quelle: Werbewirkungsstudie des GWW 2012

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am 03.05.12
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THE ENTIRE UEFA EURO 2012 AT A GLANCE

The company Stiefel Eurocart GmbH, a specialist for cartographic promotional products, has two reasons to celebrate in 2012: its 30-year company anniversary as well as the football championships in Poland and Ukraine. The 66x99-centimetre poster combines geographical map information with the entire game schedule and many additional important facts on the tournament. All game locations are marked on a physical map of Poland and Ukraine. It also includes a convenient game schedule into which the results can be entered. The poster is rounded off with a political map of Europe with the participating countries as well as an information section with data on tournament records and the winners of previous championships. It is now on sale in German and English for a special anniversary price with a logo imprint of your choice.

43567 • Stiefel Digitalprint GmbH • Tel +49 8456 924300
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INNOVATIVE MIX OF MATERIAL

The combination of metal and glass materials for the design of the new 3D Crystal USB drive from cocos Promotion sets this stick clearly apart from all of the many memory sticks that are on the market. The metal part of the stick comes in shiny silver or gold, and matt silver. But the real highlight is its glass block. Logos, word marks or other motifs can be lasered onto it, depending upon the customer's wishes. In order to make the laser finishing stand out even more, the stick also comes with a built-in, single coloured LED that lights up the logo on the stick when it is activated by the computer. The metal cover can also be engraved upon request. The USB memory stick, which comes in an elegant leather case, has a storage capacity of 2 to 32 gigabytes.

46662 • cocos-promotions GmbH • Tel +49 7131 649380
info@cocos-promotions.de • www.cocos-promotions.de



PROMOTIONAL SPIRIT-RAISER

Whether at home, on the move, in the office, or during leisure time: Latte macchiato in the deposit-free aluminium can from Jung is the ideal kick for in-between times. With 75 per cent milk and the exquisite aroma of selected coffee beans, the ready-to-drink coffee blend is a winner. No cold chain is necessary with this product: thus, all roads are open to the trendy Italian at trade fairs, seminars, events, or as a give-away for the field sales team. Jung customises the aluminium tin in digital print using the innovative sleeve method. Single to four-colour motifs are printed onto the sleeve, then applied skin-tight around the tin. Thus, the spirit-raiser is dazzling not only because of its contents, but also because of its sleek and elegant look.

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CLASSIC PEN WITH A SOLID GRIP

Rodos, the new retractable ballpoint pen by Penko writing & promotion is a classic writing utensil with harmonious colour accents and shine effects. The large, high-gloss white ABS shaft with narrow metal clip even allows larger promotional messages to be featured prominently. The coloured cap on the metal push piece perfectly matches the rubberised grip in six optional colours. The matt rubberised grip is brilliantly embedded between the metal ring and tip. Feather-light writing pleasure is guaranteed due to the TC ball and the large-capacity plastic refill with ink paste made by Dokumental.

46550 • Penko GmbH • Tel +49 6127 967215

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PURISM WITH INNOVATION

Purism is the right keyword to describe the essence of the Vertic porcelain cup from Senator. The first striking thing about this innovation is the redesigned, double-kinked designer handle, with the useful consequence that applied logos are shown to even more striking effect on the additional easy-reach promotional surface. Naturally, discreet promotional messages can also be applied on the cup's body by means of all-round overprints. The wide range of customisation options is an additional argument in favour of the Vertic. Direct and transfer printing are equally as possible as all-over print, the Logo 4U depth and structure effect, and complete dyeing by means of Colour 4U. Thanks to its cylindrical shape the cup can additionally be stacked to save space.

41838 • Senator GmbH & Co. KGaA • Tel +49 6162 8010

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PSI SUPPLIER FINDER UPDATE ENTRY NOW



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The countdown's on, as the beginning of June 2012 sees the publication of the new PSI Supplier Finder. Suppliers can update all their details at www.psi-network.de/supplierfinder; closing date for entries is 27 April 2012, and the basic entry is included in PSI membership. The reference work is going to appear in a new design. In addition to the tried and tested benefits, the Supplier Finder will have many new features on offer: By the QR-Code linked to the Product Finder 2.0 the higher range of readership (PSI Distributors) will be achieved.

www.psi-network.de/supplierfinder <

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SEMINARS FOR EXHIBITORS NEW PROGRAMME FOR 2012



The reactions were positive all around: "Very informative and comprehensible", "A pleasant presentation style", "Relevant practical content with a high implementation potential". The talks given were already very well received by the participants in the first seminars on the topic "Professional Fair Planning". They are part of the new programme of the 2012 "Seminar Alliance". The network brings together the most important trade fair associations and organisers from Germany, Austria and Switzerland. PSI exhibitors can benefit from their expert knowledge.

The seminar "Professional Fair Planning" (in German) provides exhibitors know-how on the planning process and the design of the fair and communication concept as well as stand construction, dialogue- and sales-promoting talks, and post-fair follow-up activities. There are also additional seminars, which are all offered across Germany. They include, for example, "Fair Success Monitoring" and the "Crash Course: Stand Construction and Design", which are tailor-made to individual firms. Further information on the offer and registration can be found at www.psi-messe.com/seminare_fuer_aussteller_300.html.



PSI TRADE SHOW 2013 PLAN IN GOOD TIME



The 51st PSI Trade Show will open its doors from 9 to 11 January 2013. Preparations for the industry meeting in Düsseldorf are already in full swing, so that an exciting product show featuring many innovations can also be offered next year. Over the coming year, an international meeting point, among other things, is to be created in Hall 11 in the shape of the "International Association Area". Here, there will be an opportunity to meet PSI partner associations from throughout the world – with numerous international exhibitors – to generate contacts and get informed about what's new in the international industry. Everything worth knowing about the upcoming trade show, plus details on stand bookings, can be found on the PSI website at www.psi-messe.com.

Die **Schwan-STABILO Promotion Products GmbH & Co. KG** ist Teil der Schwan-STABILO Unternehmensgruppe und Partner der nationalen und internationalen Werbemittelbranche. Für den Vertrieb von anspruchsvollen Werbeprodukten im Bereich Schreiben und Markieren suchen wir Sie als

Vertriebsmitarbeiter/-in für den Bereich Europa mit Reisetätigkeit

Ihre Aufgabenschwerpunkte:

- Betreuen und Beraten unserer europäischen Kunden aus den Bereichen Industrie und Handel
- Verantwortung für die Umsetzung der Vertriebsstrategie sowie den Ausbau und die Weiterentwicklung der bestehenden Vertriebsstrukturen in unseren Kernmärkten
- Akquisition von neuen Vertriebspartnern und Kunden
- Gestaltung und Durchführung von Marketingaktivitäten

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- Mehrjährige Berufserfahrung im internationalen Vertrieb/Export
- Verhandlungssichere Französisch- und Spanischkenntnisse
- Kommunikationsstärke, Durchsetzungsvermögen und Verhandlungsgeschick

Vertrieb ist Ihre Leidenschaft und Sie verstehen es, andere für unsere Produkte zu begeistern? Sind Sie kontaktsark, arbeiten gerne im Team und bewegen sich sicher auf dem internationalen Parkett? Reisebereitschaft gehört für Sie ebenso zu einer spannenden Vertriebsposition, wie eine leistungsorientierte Arbeitsweise? Dann könnten wir gut zueinander passen. Wir freuen uns auf Ihre ausführlichen Bewerbungsunterlagen, einschließlich Gehaltsvorstellung und frühestem Eintritt.

Schwan-STABILO Promotion Products GmbH & Co. KG · Human Resources
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Informationen zu Schwan-STABILO Promotion Products finden Sie unter
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absatzplus ist einer der führenden deutschen Werbeartikelhändler. Seit über 20 Jahren überzeugen wir unsere Kunden durch unser Service-Plus: schnell, kompetent, zuverlässig. Wir punkten nicht nur mit der Qualität unserer Produkte, sondern auch mit der freundlichen und persönlichen Betreuung durch unser Verkaufsteam.

Für unser Büro in Köln suchen wir ab sofort einen Kundenbetreuer (w/m) für den Telefon- und Mailkontakt (inbound). Sie sind die erste Stimme unseres Unternehmens und sorgen durch Ihre professionelle und freundliche Art dafür, dass sich unsere Kunden sofort wohlfühlen. Ihre Hauptaufgabengebiete: Annahme von Telefonaten, Bearbeitung des zentralen Mailings, Erstberatung von Kunden.

Sie wissen, dass der erste Kontakt entscheidend alle weiteren Geschäftsbeziehungen prägt, sind freundlich, flexibel, routiniert im Umgang mit Kunden und haben eine angenehme Telefonstimme. Sie treten Ihren Gesprächspartnern gegenüber stets freundlich und selbstsicher auf und behalten auch in herausfordernden Situationen das Service-Plus im Blick. Der sichere Umgang mit den gängigen Office-Programmen sowie idealerweise Vorerfahrung in der Werbeartikelbranche runden Ihr Profil ab.

Wenn Sie sich in dieser Beschreibung wiederfinden und Lust auf eine neue Herausforderung haben, begeistern Sie uns unter

bewerbung@absatzplus.com.

Wir freuen uns darauf, Sie kennen zu lernen!



Kundenorientierter Vertriebsprofi gesucht!

Die PRESENT PERFECT Gruppe ist seit über 20 Jahren erfolgreich als Spezialagentur für dreidimensionale Werbung (Werbeartikel und Handelsmarketing) tätig. Unsere Teams in den Büros Berlin und Hamburg betreuen ausgewählte namenhafte Unternehmen.

Unsere große Stärke liegt in der individuellen Betreuung unserer Großkunden. Nicht die Größe der Kundenkartei ist uns wichtig, sondern der intensive Kontakt mit einer Auswahl von Kunden – kurz gesagt Klasse statt Masse!

Für unser Werbearartikelteam in Berlin suchen wir einen kundenorientierten Vertriebsprofi als Mitarbeiter (m/w) im Innendienst. Sie betreuen eigenständig einen festen Kundenstamm. Die Aufgabe umfasst die komplette Angebots- und Auftragsbearbeitung bis zur Vorbereitung der Fakturierung der Aufträge.

Wenn Sie kundenorientiertes- und strukturiertes Arbeiten als Ihre Stärke ansehen und bereits erfolgreich als Kundenberater in einer Werbe- oder Werbearartikelagentur gearbeitet haben, freut sich Nader Rayan auf Ihre schriftliche Bewerbung (am liebsten per Mail!). Wir bieten Ihnen ein angemessenes Einkommen und einen Arbeitsplatz im Herzen von Berlin-Kreuzberg in direkter Spreelage.

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3. **Interested in becoming an Agent for JNI in Europe?** Please email info@nadel.uk.com. Excellent and long term experience in the promotional gift business is prerequisite. Please send your proposal.

IMPORT, IMPORT ...

Not all of them are doing it, but more and more. More and more distributors are doing it. They are doing it in cases of doubt by circuitous routes. Asians are delighted at it. It is apparently becoming easier and easier. There is obviously a boom in importing promotional products. Can it be? With all the hurdles that are making our lives more and more difficult – from CSR and product quality to import regulations and product safety up to logistics. Risks upon risks for our industry, which is not doing badly at present, but not doing well, either. Euphoria would be out of place here.

The fact is, imports from Asia are following the well-known delivery channels, but are becoming more and more difficult

to calculate due to factors such as preliminary financing, delivery problems and changing basic conditions. Which is all tied to further price hikes. Once again, freight rates are the hottest topic. The rates for transports from the Far East rose in March by 100 per cent! While a “normal shipper” could purchase a 20’ container in February at little more than US \$ 800, it is now easy to pay US \$ 1,500 or more.

Offers from shipping companies made in February are now often being ignored and revised upward. If you don’t have the right connections, you can soon find yourself paying double. If there are production delays which also delay loading, you hardly have a chance to still get the former terms.

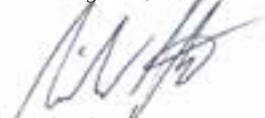
There are already signs that rates are going to become yet more expensive starting in April. Hence prices will continue to spiral upward.

What is happening here? The usual: supply and demand. At present, space on ships is hard to come by. This is exactly the opposite of the situation two years ago, when many ships were forced to lie at anchor. Situations change quickly. This is hardly an indicator of a boom in shipping, however. This explanation would be too simplistic for our day and age. The shipping companies have manoeuvred themselves into dire straits in recent years thanks to extremely poor capacity utilization combined with dumping prices. Now importers are starting to feel this, too.

In our industry, the big importers of promotional products are the ones who have to battle rising prices and falling margins. They are also the ones having the biggest problems at the moment. And more and more distributors want to start importing themselves? I can only say: Cobblers, stick to your last. <

» Once again, freight rates are the hottest topic. The rates for transports from the Far East rose in March by 100 per cent. «

Best regards,



Michael Freter
 Publisher of PSI Journal
 Managing Director PSI
 michael.freter@psionline.de



51. PSI FUARINDA GÖRÜŞMEK ÜZERE 2013

9 – 11 OCAK 2013'de

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DAHA FAZLA FIRSAT.**



A FIT AND HEALTHY START TO THE SUMMER

Once the first rays of sun shine through, more and more people feel compelled to go outdoors and nothing feels better than exercising again after the long winter break. There is a continuing trend in Germany towards eating wisely and exercising frequently in order to stay healthy. Health consciousness is also playing an increasingly important role in the lives of older people. From wellness shampoos to fitness drinks, such products are in high demand. In the May edition of the PSI Journal we will be presenting to you a diverse array of promotional products related to fitness and health. In an additional thematic segment, we also present the latest creations related to bags, leather and travel.

Please also give some thought already to our title theme of the June edition "Writing and Office" as well as "Electronic and Digital Products" and send your product ideas (images and text) by 16 April 2012 to Edit Line GmbH, Redaktion PSI Journal, Dekan-Laist-Straße 17, 55129 Mainz, e-mail: hoechemer@edit-line.de. <



THAT SPECIAL SOMETHING

The firm mt products GmbH has specialized not only in classical promotional products, but also in the delivery of custom-made special products from the Far East. The young, innovative firm from Bargteheide near Hamburg shows how imported Asian goods, quality and individual designs can be harmoniously combined. <



EVERYDAY ART

Beautify your everyday life – this is the aim of the French firm Lexon. Clear shapes and aesthetics are a major part of its concept. Thanks to its top-class designers, Lexon is able to make art from items of everyday usage to beautify your everyday life. <

IMPRINT

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