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## Promotional Gift Award – Quality seal for promotional products

■ In times of economic crisis all expenses are checked carefully. This particularly applies for the marketing sector and none the least for the promotional product. With a favourable value-for-money ratio it can enfold an especially sustainable promotional impact, as long as certain criteria are fulfilled. It has to suit the promoting company and the application, it has to appeal to the target group or promise it a use. It should attract attention, be able to convey communicative contents and must be efficiently customisable. It has to be convincing in terms of quality and its production method should be environmentally-friendly and socially responsible.

Ultimately, promotional products are measured in terms of their application, however there are products that fulfil the above-mentioned basic criteria better than others regarding their successful implementation. It is the task of the Promotional Gift Award to draw the users' and promotional products distributors' attention to them among the flood of products and assortments offered.

The motto of the communication prize for promotional products is "Create the difference", however it is more than just a means of distinction: It is a source of inspiration, a decision-making tool and turnover booster in one. A striking seal, which draws attention and creates trust, since after being on the market for eight years it is well-known among the promotional products distributors and users as a quality seal.

The prize-winners of the Promotional Gift Award will once again be selected and distinguished in 2010. Companies have the opportunity to submit prize-worthy products up until November 13, 2009. The competition is open to German and international manufacturers, importers, distributors and designers. An unlimited amount of products can be submitted; all mass produced products and special designs are eligible for entry. The award-winners will be judged in four categories: Give-aways, Communicative Products, Premium Products & Brand Items as well as Custom-made Designs.

In December 2009 an independent jury comprising of branch experts – including representatives of the promotional products industry and promotional products users – will select the award-winners from the entries. The number of winners is not fixed in advance, the decision depends entirely on the quality of the entries. Last year the percentage of winning entries was 11%, of the 297 entries 33 items won an award.

Those emerging from the judging session as winners, will receive top-class PR coverage free of charge as well as being given the opportunity to use the image-profiling label to advertise their product: The winning products and their suppliers will be presented both in the various renowned magazine publications and on their respective web sites and e-mail newsletters the whole year round on an international level.





Furthermore, the winners of the Promotional Gift Award will also be presented to the public in a permanent exhibition at the Promotion World (April 19-23, 2010), where the official prize-giving ceremony will also take place.

**Applications for the Promotional Gift Award** can be made online at [www.promotionaward.com](http://www.promotionaward.com).

Here all further information as well as a FAQ list can be found.

Should you have any further queries, the Promotional Gift Award team will be happy to assist you:

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**The entry deadline is November 13, 2009.**

Promotional Gift Award

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### Review: Promotional Gift Award 2009 – last year's winners (A-L)

■ The Promotional Gift Award prize-winners receive a host of advantages: These include also the continual presentation of the award-winners in all of WA Publishing's media: *WA Nachrichten* (10,000 German-speaking promotional products distributors), *eppi magazine* (20,000 international promotional products distributors) and *Promotion Products* (30,000 promotional products buyers from industry companies). Please find hereunder the first part of last year's award-winners in alphabetical order from A to I: All of the winners are featured online under [www.promotionaward.com](http://www.promotionaward.com)

### Artistic picture sudoku

Crimes has made the universally trendy game sudoku fit for the advertising sector. The *Power Sale Sudoku* game made of cardboard can not only be played using digits, but also using individually designable product photos. In this way the picture sudoku can promote an individual product or whole portfolio discretely and in a playful manner.

Reason enough for the jury of the Promotional Gift Award 2009, to honour the article with a prize in the category **Custom-made Products**. The submitted model was designed by the artist Bernd Terwey with the emphasis lying on the playful aspect as well as on the nine advertising products.



CRIMEX GmbH

[www.wa-shop.de](http://www.wa-shop.de)





## Full-surface promotion



Daiber convinced the judges at the Promotional Gift Award 2009 with a new textile customising technique. Daiber entered the six-panel *Debossed Cap*, which is individualised with an all-over embossing technique on the label and on the side and back panels, for the design competition. The simple, yet effective customising method, which clearly distinguishes itself from its printed or embroidered contemporaries, secured the cap an award in the **Communicative Products** category.

Gustav Daiber GmbH  
[www.daiber.de](http://www.daiber.de)

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## One for all

DNS claimed a Promotional Gift Award 2009 in the category **Communicative Products** for its practical shopping companion *nautiloop*. The shoulder carrier bag that is integrated inside a compact protective case is unravelled by pulling the strap and can be rolled back up again after use by making a simple twisting movement. With an integrated shopping trolley chip, a volume of 15 l and a ring carabiner, the "shopping bag to go" is useful for any type of shopping spree and makes an environmentally-friendly alternative to disposable plastic carrier bags.

The intelligent product made of PC, polyester and aluminium is printable on one or both side for orders of 1,000 pieces and thus guarantees impacting promotional contacts. *nautiloop* is offered in the standard colours black and orange for order volumes up to 3,000 pieces, and for larger quantities it is possible to have the bags designed in a Pantone colour of one's choice. In addition, individual messages can be applied to the polyester strap and shopping trolley chips.



DNS Stuttgart  
[www.nautiloop.com](http://www.nautiloop.com)



## Haptic meets writing comfort



With its individually customised gripping zone the new pencils by Faber-Castell don't just lie comfortably in the hand, but also help company logos or slogans to literally find an elevated position. The pencils are customised with a new varnish glaze, which elevates the corresponding parts due to the heat of the embossing process and thus improves the ergonomics of the writing instrument.

The pencil received a distinction in the category **Give-aways** at the Promotional Gift Award 2009 for its innovative customising method and improved writing comfort.

Faber-Castell Vertrieb GmbH  
[www.faber-castell.de](http://www.faber-castell.de)

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## A roll in a soap opera

Francos Image Cosmetics & More is offering a real alternative to classic pump dispensers for wash basins: *Roll Soap*. The film of soap can be portioned off centimetre by centimetre. The 18 m long wafer thin piece of soap is located – hygienically rolled up – inside a plastic wall dispenser. *Roll Soap* received a Promotional Gift Award 2009 in the category **Give-aways**.



FRANCOS  
IMAGE – COSMETICS & MORE!  
[www.francos-gmbh.de](http://www.francos-gmbh.de)



## Robust Handwriting



The sketching pen *Construction Steel Classic* from the Global Design factory unites versatile functionality with sustainability and innovative design. The robust writing instrument is made out of the recycling material reinforced iron and housed inside a fibre cement pipe.

The interior of the pen model accommodates a mechanical pencil with a 5.6 mm graphite lead. Alternatively, the pencil can be delivered with a so-called all-surface lead, which writes on all imaginable materials and thus proves extremely useful at building sites.

The *Construction Steel Classic* picked up a Promotional Gift Award 2009 in the category **Custom-made Products** for its versatile application and design options, which are particularly suitable for the construction branch.

Global Design Factory

[www.global-design-factory.com](http://www.global-design-factory.com)

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## Exhilaratingly different

Green Light ProMotion Products is presenting a wellness article of the extraordinary kind: the *Aroma Diffuser*. Depending on the desired intensity of the scent up to eight rattan sticks disperse sprays of the fragrances "Fruit & Flower", "Greenfield" or "Red Berry" into the room, thus creating a pleasant and exhilarating atmosphere at the POS for instance. Together with a 20 ml glass flacon the sticks are encased in cardboard packaging, which also serves as a stand (Dimensions incl. packaging: 50 x 230 x 33 mm, total weight approx. 50 g).

For orders of 250 pieces upwards, a maximum printable surface measuring 60 x 20 mm on the *Aroma Diffuser* by essence can be personalised; for volumes of 1,000 pieces upwards the items can be freely designed. The article won a Promotional Gift Award 2009 in the category **Give-aways**.



GREEN LIGHT ProMotion Products

[www.green-light.de](http://www.green-light.de)



## Elegantly stamped



The *Styling Classic* by heri is an extremely fine and thin writing instrument that also has a practical additional function, which proves its double utility value in everyday use. A personal stamp has namely been precision built into the tiny dimensions of the classically elegant ballpoint pen.

The stamp can be completely individualised to meet the customers' requirements: It offers three rows of text or alternatively 105 letters for personal messages. At [www.stempelservice.com](http://www.stempelservice.com) the individual stamp plates can be ordered personally.

The elegant pen with a stamping function was distinguished with a prize in the **Premium Products** category at the Promotional Gift Award 2009.

heri Geräte-Produktions GmbH  
[www.heri.de](http://www.heri.de) • [www.rigoni.com](http://www.rigoni.com)

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## Well bundled

Cable chaos is finally a thing of the past. Innovationen Bauer is putting an end to annoying tripping hazards with practical *cable bundlers* made of plastic. The innovative organisational assistants available in diverse colours and two sizes are ideal for onpack promotions, and also make excellent mailing boosters or give-aways at shows and events. The product's good customising options also contributed towards it securing itself a prize at the Promotional Gift Award 2009 in the category **Give-aways**. *Serpa Cable bundler* and *Serpa Cable bundler MINI* can be imprinted or embossed and are also available in pantone colours for orders of at least 5,000 pieces. Different packaging alternatives such as cardboard boxes offer plenty of room for further advertising messages.



Innovationen Bauer GmbH  
[www.innovationen-bauer.de](http://www.innovationen-bauer.de)



## A fresh, new year!



*Fresh Year* offers refreshing contacts the whole year round. The practical desk calendar by i.p.a. Sweets has a compartment integrated into its base that is filled with peppermints. Once the contents have been devoured, the compartment can be used for example for storing paper clips. The new calendar is visible at the workplace all year round and thus provides a long-lasting promotional impact, which is further reinforced by the peppermints/storage option. Thanks to its good imprinting options it meets all the demands of a **Communicative Product**, which led to it winning a Promotional Gift Award 2009 in the above-mentioned category.

i.p.a. Sweets GmbH  
[www.ipasweets.de](http://www.ipasweets.de)

## Protective factor sun watch

The *UV-watch* by Keback is worn just like a normal wrist-watch, but instead of telling the time, it tells you when it is time to get out of the sun. A sensor in the middle of the dial informs the wearer of the present intensity of the UV-A and UV-B rays. Small symbols located around the sensor, make it even obvious for children, when it is time to seek the shade.

The rather different soft PVC sun watch comes in up to eight colours and is also available in different forms, i.e. as a mobile phone or key-ring pendant. It can of course be customised with an advertising message.

After being nominated as Promotion Product of the Year 2008 by the Swedish Association, SBPR, the innovative sun watch also received a distinction in the **Give-aways** category at the Promotional Gift Award 2009.



Keback AB  
[www.keback.se](http://www.keback.se)



## Count on it



The *ZF CashCounter* by KMS Knobe Marketing Services is a piggy bank that takes over the thinking and counting for you. For instance it keeps a tally in real time on how much money has already been saved, without you having to raid the poor piggy bank. This plastic piggy makes saving money enjoyable, which is why it won a Promotional Gift Award 2009 in the category **Communicative Products**.

KMS GmbH  
[www.kms-fra.de](http://www.kms-fra.de)

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## Advantage through technology

KMS is showing a sense of responsibility for the environment by using the alternative energy sources, the sun and water, in a playful manner: The company is presenting probably the smallest fuel cell solar car in the world. The futuristic toy car runs on gaseous hydrogen and is filled up at a "fuel station", which only needs water and sunlight to produce the hydrogen.

The small sports car draws its energy from 0.3 W mini fuel cells. Top speeds of up to 7 km/h are thus reached completely without the aid of a battery.

KMS seems to have a long head start over the car industry with this promotional gift and this was the reason why they received a Promotional Gift Award 2009 in the category **Premium Products**.



KMS GmbH  
[www.kms-fra.com](http://www.kms-fra.com)



## Bright heads



Krah is presenting a reliable and powerful emergency headlamp: the *e+LITE* by Petzl. A white or red lamp can be optionally switched on in permanent or flashing mode. Furthermore, the beam and angle of the light are adjustable. The water-tight lamp with a lockable switch disposes of a range of up to 19 m and a service life of up to 45 hours. Used in the flashing mode, the light is noticeable from a distance of 3,000 m and its service life extends up to 70 hours. The award-winner in the category of **Premium Products** is attached to an adjustable headband; whereby *e+LITE* can also be worn around one's wrist or attached anywhere else thanks to its integrated clip. The item also includes an exceptionally loud integrated whistle, so that the wearer can notify the emergency services of his exact position. The extremely light-weight lamp (28 g) is packed inside an imprinted protective case. A gift box is also additionally available.

Christoph & Markus Krah GmbH  
[www.krah.com](http://www.krah.com)

## Keeping the overview

The *Open Design* series by Lediberg is a synonym for demanding and modern time management. The development of the series is based on surveys carried out among children/customers with the aim of meeting the users' demands for perfect planning possibilities, more simple operation and contemporary design. A perfect overview is guaranteed thanks to the so-called *Twin-System* with a week and day function. The bindings can optionally be made out of leather or imitation leather.

The programme is rounded off by organizers and notebooks as well as a host of diverse calendar types predominantly designed for the international market, and which offer various promotion, customising, as well as picking and packing options. This excess in flexibility earned itself a Promotional Gift Award 2009 in the category **Premium Products**.



Lediberg GmbH  
[www.lediberg.de](http://www.lediberg.de)



### It's the packaging that counts



Many products deserve special packaging. The packaging case *Frame* by Leser is an absolute head-turner. It consists of a plastic frame and a hard-wearing, transparent silicon insert, which gives the impression that the product is floating weightlessly inside the frame. This sophisticated optical highlight is eye-catching and turns the cases into stylish decorative objects that can be realised in manifold shapes and colours. This clever idea was honoured with a Promotional Gift Award 2009 in the category **Communicative Products**.

Leser GmbH  
[www.leser.de](http://www.leser.de)

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### Fit from an early age onwards

The *Medicinal Case*, which Dr. Lichtenberg designed for the German health insurance company BKK, won a **Cross-media Tool Special Prize** at the Promotional Gift Award 2009. The product, which was implemented successfully throughout Germany, encourages children in a playful manner to maintain a healthy diet and way of life following the motto "Fit from an early age onwards". The *Medicinal Case*, which is especially implemented in day care centres, contains diverse information files, a CD, plus a game. The centrepiece of the case is Florina, a puppet measuring 60 cm, which wins over the children's sympathy, encouraging them to occupy themselves with the contents of the case. The case was packed individually with different modules and brochures in various languages.



Dr. Lichtenberg Industrierwerbung/Studio L  
[www.drlichtenberg.de](http://www.drlichtenberg.de)



- In the next newsletter we will present the last year's award-winners from M to Z

## Imprint

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