

## Topics

- **50<sup>th</sup> PSI Düsseldorf**  
Dynamic, practical, good
- **PF Logo Express**  
Customizing in record time

## Products

- **Event Articles**
- **Made in Europe**
- **Summertime**



# Creating the difference

## Promotional Gift Award 2012

### 12 Promotional Gift Award 2012

#### new worlds

#### Is it real?

One of the two Promotional Gift Award 2012 special prizes that were presented this year went to the Polish company, Lyrika. In the category **Customising Technologies**, the festive giveaway from Krakow convinced the judges with a cotton T-shirt that quite literally comes to life thanks to a combination of diverse special effects. The highest bull printed on the front of the T-shirt looks fascinatingly real thanks to its wet, shiny nose. The realistic illustration of the nose and ring is achieved using a special 3D effect. Furthermore, using a high-definition printing technique the bull's hair looks scrappy and a vintage-effect at the edges rounds off the natural appearance of the beastly motif.

The award-winning T-shirt was implemented to promote the Finnish agricultural magazine Country. It was sold as a merchandising item in the Internet shop and was sold out within three weeks.

Lyrika Sp. z o.o.  
www.lyrika.eu



#### Salty victory

Dicke & Partner secured themselves a Promotional Gift Award 2012 in the category **Communicative Products** with a harmonious overall package and the necessary spice certainly wasn't lacking from the contents. The jar with a vintage tint dyed black using national activated carbon to achieve a "veterinarian" effect, the small spring-top jar has an elegant appearance and can be used to decorate the table. The label can be designed to match the promoting company's ID.

The product is suitable for all industries that want to spice up their customers' culinary activities with an attractive product. Furthermore, the item offers an additional effect for industries with any connection to carbon or salt or who want to conjure up memories of the Ruhr district's past. The decorative jar is guaranteed to serve household purposes for many years to come, which additionally links the logo and advertising message to

the thematic environmental protection and sustainability.

Dicke & Partner  
www.dickeest.com



#### Personal Trainer

Ontosan has come up with a remedy for back-ache: Buddy Guard is a six-ring, cube stick on which 20 exercises are illustrated that can be easily performed to prevent back problems, relieve tension and strengthen the back muscles. The respective sequence of exercises is additionally described in detail in an accompanying leaflet.

Whether implemented as a preventative measure or as a therapy – the owner can train his back muscles using the Buddy Guard anytime and anywhere under the aegis of the promoting company. For order volumes of 3,000 the whole product, which according to Ontosan is a "made in Europe" world novelty, can be produced in individual corporate colours. Further logos can be placed on the side surfaces and the accompany-

ing leaflet also offers the possibility of having company-specific information or personal messages printed on additionally integrated pages.

Buddy Guard demonstrates a caring attitude and a sense of responsibility for the well-being of the target group. These are the assets that earned the product a Promotional Gift Award 2012 in the category **Premium Products & Brand Articles**.

ontosan GmbH  
www.ontosan.com

