



Simple yet equally ingenious

With immediate effect, the *Do your own Placket by Promodoro* enables polo shirts from the Promodoro collection to be designed with a customised button placket to meet the requirements of the customer. 22 optional colours for the buttons set further individual tones. In this way, a small panel can turn a classic item of clothing into an effective brand ambassador that places the advertising in a highly prominent position that can't be overlooked. The jury awarded the innovative concept a prize in the category **Customising Technologies**.

Whether team wear, garments for events or trade fairs, promotion outfits or PR gifts – *Do your own Placket by Promodoro* enables the innovative and effective design of even small orders of items. The polo shirt and placket are manufactured according to the Oeko-Tex Standard 100 in compliance with all social standards. The placket is made in Germany.

Promodoro Fashion GmbH
www.promodoro-shop.de



Deceptively authentic

Präsentstudio Soennecken proves that innovations that create surprising effects are still always possible in the writing instrument sector. The ballpoint pen that was distinguished with a Promotional Gift Award in the category **Custom-made Designs**, is an exclusive writing instrument made out of individually produced anodised aluminium turned parts in the form of a gas pipeline. The pen not only takes on the appearance of the original product, it is also made out of the same material as the pipeline. When the tip is retracted, not

only the refill, but indeed the entire tip recedes, which means the pen mirrors the original pipeline appearance even more accurately.

The aluminium parts were anodised in the original shades (black, silver). The ballpoint pen looks very stylish in the black frame box that features a drilling rig on the inlay card, which underlines the original field of application of the pipeline.

Präsentstudio SOENNECKEN e.K.
www.praesentstudio.de

Best greetings with a pickle

Birkhäuser is lending the pickle a new, Christmassy touch, combining as such tradition with the modern and was rewarded with a distinction in the category **Custom-made Designs** for its efforts. The Swiss packaging specialist implemented a hand-blown, hand-painted pickle made of glass as a Christmas gift for its customers. In this way, the traditional company revived the old German custom of the Christmas pickle, which has almost been completely forgotten and has lent the subject a new lease of elegant flair.

Apart from the Christmas pickle, everything was produced in-house, the company even wrote the Christmas story itself. The customising techniques offered by Birkhäuser range from cold and hot foil embossing on virtually all elements, to diverse coating options, logo and CI implementation, through to the optional utilisation of other materials.

Birkhäuser+GBC AG
www.birki.ch

