

Citron – European USB warehouse: 10-year anniversary

PL – The Polish USB specialist Citron – European USB warehouse is celebrating its 10th anniversary this year. Founded in 2004, the company was one of the first suppliers of USB sticks on the Polish market. Today, Citron's product range encompasses over 350 models, including products of the renowned brands pqi and CCM. Furthermore, the company also specialises in custom-made designs. The warehouse at the headquarters in Warsaw – according to own accounts one of the largest USB warehouses in Europe – together with the company's own production and customising department guarantee the picking and packing as well as the imprinting of an individual USB model within 24 hours. Citron – European USB warehouse has been expanding successfully on the European market for years. During the RemaDays Warsaw at the beginning of February at the gala evening of the Polish industry association, the PIAP (see also pg. 31), the

association distinguished the company for its exceptional services.

www.citron.pl



At the gala evening of the Polish industry association, the PIAP, Citron CEO and owner Artur Owczarski and his team were distinguished.

PF Concept and XD Design score awards

NL – The two Dutch companies PF Concept and Xindao are among the prize-winners of the iF design award 2014. PF Concept won six awards in total: In addition to the ballpoint pens of the *Explorer* and *Carve* series of their own brand Marksman, the Elevate *Caledon* down parka and the Elevate *Mani Power* fleece jacket as well as the drinking bottle and thermal mug of the Avenue *Flow* series, which were all created by the company's own designers, won awards. Xindao was able to assert itself against its fellow contestants with three innovative products of its own brand, XD Design: The solar charging device *Port*, the safety torch *Odin* and the emergency hammer *Thor* each won a product design award. The prize, which is awarded by the iF International Forum Design in Hannover, has been distinguishing outstanding designs, which are chosen by an international panel of experts, since 1953.

In addition, both companies have also been granted Red Dot Design Awards. PF Concept received seven awards in total for seven products from various own brands: The Marksman *Explorer* ballpoint, the *Cenastand* phone holder by Cenatron, the Avenue *Flow* isolating tumbler and *Flow* bottle, the *Caledon* down parka by Elevate and the Elevate *Revelstoke* wintersport backpack and *Revelstoke* travel bag. Xindao also scooped up awards with seven products: The mobile solar charger *Port*, the umbrella *Hurricane*, the reading glasses *Opto*, the red wine carafe *Aerato*, the universal portfolio *Axis* and finally the mortar and pestle *Pesta*.

The Red Dot Design Award was founded in 1955. The accolade of the Award, the "Red Dot", is an internationally recognised quality label for excellent design.

www.pfconcept.com

www.xindao.com



PF Concept scored an iF design award and a Red Dot Design Award for the down parka of the Elevate series.



Xindao's mobile solar charger *Port* from the own brand XD Design also received two awards.

+ + + NEWSTICKER + + +

+++ US – The US American textile specialist, **American Apparel**, which is based in Los Angeles, has presented its business report for the year 2013. In spite of a weak fourth quarter, the company managed to increase its turnover by 3% up to 634 mil. US Dollars (approx. 456 mil. Euros) compared to 2012. The turnover in the company's own stores rose by 3%, whereas a 4% increase compared to the previous year was achieved in the wholesale sector, which also includes the promotional textiles segment. American Apparel is forecasting a turnover of between 634 and 658 mil. US Dollars for 2014 (between 456 and 473 mil. Euros). (www.americanapparel.net) **+++**

+++ UK – The London **4imprint Group**, the parent company of the promotional products distributor, 4imprint, has published its annual results for 2013. According to the annual balance sheet, the company achieved a turnover of 212.9 mil. British Pounds last year (approx. 254.07 mil. Euros). This corresponds to a 16% increase in turnover compared to the previous year. Amounting to 196.4 mil. British Pounds (234.34 mil. Euros), the sale of promotional products made up the lion's share of the turnover. After selling the British supplier, SPS, in February 2014, the 4imprint Group will in future focus more strongly on selling promotional products via direct marketing. (www.4imprint.com) **+++**

+++ D – Edina Omerovic has joined the team of **mbw**. The industrial clerk is currently completing a bachelor course in "International Management" and was previously employed in the chemicals industry. At mbw, Omerovic will be responsible for the export department together with Marc Adelsheimer. She speaks German, English, Spanish and her native language Serbo-Croatian and succeeds Viktoria Elstermann, who is leaving the company to return to her professional roots outside of the promotional products industry. (www.mbw.sh) **+++**



Edina Omerovic