



The nine supplier partners brought along many new things to Welcome Home. There were also new additions to the mbw "Schnabels" duck family.

WELCOME HOME 2015

UNIQUE CONCEPT

For the sixth time the companies from the Welcome Home event series welcomed professional promotional product distributors right across Germany. Once again the hosts of the event series invited their professional audience to gain an insight into their companies and new collections at the beginning of December 2015.

This year a new partner, the company **Uma**, joined the group of hosting promotional product suppliers Daiber, LM Accessoires, Jung Bonbon, Fare, Geiger-Notes, mbw, Halfar, koziol, the Jung subsidiary "emotion factory" and the industry specialist for name badges and lanyards "Aditan". Uma, the writing utensil manufacturer from Fischerbach in the Black Forest, offers "a high degree of professionalism, reliability, distributor loyal-

ty and an extremely interesting manufacturing site in Germany". This was announced as the reason for inclusion in the Welcome Home family.

THE NEW PARTNER: UMA

After the opening by host company koziol in Erbach/Odenwald, the production facility of uma was the next Home site to be visited. The focus of the visit to koziol »ideas for friends GmbH was on the walk-through "time machine" park showing the compa-

ny's 85-year history, the 100 per cent "Made in Germany" production including refinement, as well as a design event "How do I develop my own creative solutions?" At uma, on the other hand, visitors not only discovered the latest product innovations and gained an insight into the manufacturing steps at the site, they also experienced valuable "learning by doing": every visitor could create their own personal writing utensil and keep it as a souvenir.

QUALITY AND REFINEMENT HAND IN HAND

After two presentable interludes at the tried and tested event locations "Alte Gärtnerei" in Taufkirchen near Munich and "Edelfettwerk" in Hamburg, which complemented the Welcome Home series geographically, the stops at the bag expert "Halfar System" in Bielefeld and the umbrella manufacturer "Fare" in Remscheid allowed visitors to experience more than 300 new products and provided the opportunity to take a look behind the scenes of the companies and learn more about the manufacturing of high-quality

tangible advertising products. Peter Leseberg, marketing and sales manager at Halfar, was pleased that the 150 guests from the promotional product industry showed a great deal of interest in the new products. Managing directors Kathrin Stühmeyer and Armin Halfar gave hourly tours through the premises, explaining the specific characteristics of the business that trains apprentices, as well as the history, production process and refinement techniques of modern, quality promotional bags.

MISSION SUCCESSFUL

At the last stop in two weeks at Fare – which celebrated its 60th anniversary in 2015 – visitors had the opportunity to watch the screen printer in action, get to know the countless options in the area of domed promotional products, or observe the engraving of laser stickers live. Of course, there was also ample time for personal contact with staff, which is ever so important for successful promotional product business. At the end the organisers were once again able to look back on a successful event series. 830 people had already registered at the start. However, a large number of unregistered guests also came along – they



The managing directors Kathrin Stühmeyer and Armin Halfar took turns at giving guided tours.

too didn't want to miss the opportunity to spontaneously look in on the manufacturers at home. All in all, the Welcome Home event series embodies a visionary concept, also through its uniqueness, to present the creation of good and, therefore, also successful promotional products in a direct and profitable manner to the industry. <



In Halfar System's embroidery area.



The exhibitors generally had their hands full.



"This way please": there were many interesting things to discover during the factory tour.



Part of the Welcome Home group for the first time: the writing utensil specialists from uma.

