

Back to the basics

The message conveyed by the new 2011 promodoro catalogue is back to the fundamentals, concentration and clarity. The collection's novelties for the coming season are based on the popular basic style trend.

For instance the new *Slim Fit-Shirts* score top marks with their long, figure-hugging cuts and low V-necks, and they are also available with long sleeves. The new *Single Jersey Polo Shirt* with fashionable shortened sleeves is the latest model among the *Polo Piqué-Shirts*. The *Woman's Jacket Ruffled Collar* with its large ruffled collar, slim silhouette and long cuffs and hems is totally en vogue. This good sense of fashion is underlined by the trendy colour pansy. As well as new shirts and jackets, the *Sports Towel*, a long, narrow sports towel with a customisable border and the new *Woman's Party* round off the collection.

The 2011 promodoro catalogue also offers many other items in further colours and sizes. For example the extended Queensize line – with ladies' sizes up to 5 XL – is now the ideal counterpart to the Kingsize products. The team sports collection *Teamline* is a further novelty for 2011.

Promodoro Fashion GmbH
www.promodoro.de

With its extremely high collar the *Woman's Jacket Ruffled Collar* ensures a trendy look with a feel good guarantee.



Better seating

mbw is ensuring more seating comfort on the bench and in the grandstands of stadiums. When folded out the new seat cushions measure approx. 40 x 30 cm and are equipped with a cold protection coating on the underside.

The cushions come in the colours green, yellow, red and blue and are available from stock. Individual screen-printed customisations can be placed on a segment of the cushion and/or on the supplied sleeve.

mbw Vertriebsges. mbH
www.mbw.sh



Take a token

Individually designed plastic chips in diverse sizes and colours are B-token's core competence. The tokens that are implemented in many branches are a cheap alternative to vouchers or coupons made of paper and can always be reused. Moreover, they speed up the payment process and do away with security concerns. Experience has shown that an eighth of the tokens are not returned, but remain instead in the possession of the recipient, which turns them into interesting promotional products.

The chips that can be customised in terms of their colour, design and shape to meet the customer's requirements are available within short delivery times and can either be individualised with an imprint or embossing. The chips can be made out of plastic or bio plastic which is produced from natural, renewable raw materials.

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