

THINK CHRISTMAS NOW



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Diana Hauerland is the CEO and owner of Hauerland spol. s r.o., a family company with over 35 years of experience in Slovakia and a leading provider of merchandising, branding, and promotional products in Central Europe. She took over the company during the COVID-19 pandemic, focusing on innovation, sustainability, and personalized B2B solutions.

Diana is a recognized leader in corporate merchandising and marketing, actively engaged in discussions on branding trends and client relationship building. Her approach combines strategic thinking, creativity, and a people-focused philosophy, enabling Hauerland to deliver high-quality, original promotional solutions that strengthen brand visibility and enhance client engagement across industries.

Why should companies pay attention to merchandise and branded products today?

Because a branded product is a physical touchpoint between a company and its clients, partners, or employees. In today's business environment, most communication happens digitally and very quickly. Messages disappear, campaigns end, emails are deleted. But a useful, well-designed promotional product stays with the recipient. It becomes part of their everyday life, whether it is a notebook used in meetings, a bottle on a desk, a textile item worn at an event, or a carefully selected Christmas gift. That is the strength of merchandise. It connects visibility with emotion and practical value.

How has the role of merchandise changed in recent years?

Merchandise has become a strategic communication tool. Companies are looking for products that represent their brand properly, bring value to recipients, and support a clear message. Today, the focus is on design, quality, sustainability, functionality, packaging, and the overall experience connected with the product. A branded item can support employer branding, client loyalty, sales campaigns, internal culture, events, and long-term business relationships. When merchandise is chosen with purpose, it becomes part of a company's identity and helps the brand remain present in everyday life.

Why is it important to be part of an event such as Hauerland Xmas Innovation Days?

Choosing the right merchandise requires expertise. There are many products available, and each brand, campaign, target group, and occasion needs a different approach. At Hauerland, we are specialists in this field. We understand materials, branding techniques, trends, sustainability, packaging, timing, logistics, and the expectations of corporate clients. That is why we see ourselves as an expert partner and a professional guarantor in the topic of merchandising, branded products, eco solutions, and corporate gifts.

Being part of Hauerland Xmas Innovation Days means gaining access to expert guidance, product inspiration, and practical experience. Visitors can discuss their needs with people who work with merchandise every day and who understand what works in practice.

Who is the event designed for, and what can visitors expect?

The event is designed for companies that want to use merchandise, branded products, and corporate gifts in a more meaningful and professional way. It is relevant across industries and company sizes—whether they are preparing client gifts, employee packages, event materials, loyalty programs, seasonal campaigns, or Christmas presents. Promotional products can support many areas

of communication, from building brand visibility and strengthening business relationships to expressing appreciation and creating stronger connections with clients, partners, and employees.

At the event, visitors will discover ideas to communicate their brand more clearly, thank their clients more thoughtfully, and strengthen relationships. Personal experience is very important in this industry. You need to touch the material, see the quality, compare options, and understand how the final product will look and feel. An online catalogue can be a useful starting point, while a live event brings the full product experience.

I would like to warmly invite all companies, clients, and partners interested in meaningful branded products to join us at Hauerland Xmas Innovation Days 2026. I look forward to sharing our inspiration and experience and showing how the right merchandise can become a valuable part of their brand communication.

What will visitors see during the September edition of Innovation Days?

The September edition will focus on merchandise and Christmas gifts for companies and clients. Visitors can expect a curated selection of branded products, gift sets, eco-friendly items, textiles, drinkware, office accessories, technology products, packaging solutions, and seasonal

gift inspiration. We will also present trends and practical ideas for companies preparing their end-of-year gifting in a more creative and professional way.

Our aim is to show selected solutions that make sense. We want visitors to leave with clear ideas, inspiration, and a better understanding of how merchandise can support their brand.

Christmas gifts are a valuable opportunity to express appreciation, celebrate cooperation, and leave a positive impression at the end of the year. A thoughtful gift says: we value this relationship. The best gifts are useful, well-made, visually attractive, and aligned with the company's identity. They should feel relevant, carefully chosen, and connected to the message the company wants to communicate.

Hauerland Xmas Innovation Days 2026 is another event from the Hauerland Innovation Days series. This edition will focus on merch, branded products, and Christmas gifts for companies and clients. The event will take place on 8-9 September 2026 at Hauerland spol., Matúšova 56. Participation will be available upon registration. For more information and event updates, please follow the Hauerland website, Hauerland social media channels, and the AmCham Slovakia website.

In an increasingly digital world, physical brand experiences are gaining renewed importance. Diana Hauerland, CEO of Hauerland, explains how merchandise has evolved into a strategic communication tool, helping companies build lasting connections, strengthen brand identity, and create meaningful touchpoints with clients, partners, and employees.