

## **PRESS RELEASE**

### **PSI Academy Awards 2025: Europe's promotional products industry under the banner of innovation and sustainability**

Düsseldorf, 7.1. – The PSI Promotional Product Service Institute – the European network of the promotional products industry – proudly announces the opening of the submission phase for the inaugural presentation of the **PSI Academy Awards 2025**. These prestigious awards recognise excellence and best practices in the European promotional products industry, highlighting the growing importance of innovation and sustainability in a changing market.

In close connection with the goals of the European Green New Deal, which aims to achieve the climate-neutral transformation of the EU economy by 2050, the PSI Academy Award sets new standards. The award honors companies that act as role models through forward-looking approaches in the areas of circular economy, resource conservation and social responsibility.

#### **Categories of the PSI Academy Awards 2025:**

1. Best promotional materials from manufacturers in the following categories:
  - Apparel & Textiles
  - Electronics & Multimedia
  - Lifestyle & Accessories
  - School and Office Supplies
  - Bags, Luggage & Travel
2. Best Campaign by a retailer
3. Best campaign by an industrial customer

In addition, the Company of the Year and Newcomer of the Year awards are presented.

#### **Submissions and conditions of participation:**

Companies from all over Europe, regardless of their size, are invited to submit their projects and innovations for one or more categories. The deadline for submission is **31 March 2025**. For more information on the conditions of participation and submission, please visit [www.psi-academy.com/en/awards](http://www.psi-academy.com/en/awards).

### **A strong signal for the future of the industry**

"With the PSI Academy Awards, we are setting an example for the sustainable transformation of the promotional products industry in Europe. Together with our partners and members, we want to make a contribution to realising the goals of the European Green New Deal and strengthening the innovative strength of the industry," explains Petra Lassahn, Director PSI.

### **About the PSI Academy**

The PSI Academy offers a variety of training programmes and further education opportunities that are specifically tailored to the needs and challenges of the promotional products industry. With a clear focus on sustainability, innovation and digitalisation, the PSI Academy supports companies in positioning themselves for the future.

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We are looking forward to numerous submissions and a strong participation in the PSI Academy Awards 2025. Together we are shaping the future of the promotional products industry!