

PRESS RELEASE

PSI Academy Awards 2025: Submissions now open

PSI - the European network of the promotional products industry - is sending a strong signal for sustainability in the industry: With the **PSI Academy Awards**, PSI honors outstanding sustainable promotional products and concepts. Suppliers, distributors and creative minds in the industry are invited to submit their innovative products and initiatives. The submission period starts immediately.

The PSI Academy Awards, a successor format to the former Sustainability Awards, recognize outstanding achievements and best practices in the European promotional products industry and underline 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 a climate-neutral transformation of the EU economy by 2050, PSI honors companies that set an example through pioneering approaches in the areas of circular economy, resource conservation and social responsibility.

"With the PSI Academy Awards, we want to make outstanding commitment visible and promote sustainable innovations. Our goal is to strengthen responsible action in the promotional products industry and set new standards," explains PSI Director Petra Lassahn.

A high-caliber, neutral jury of industry experts and sustainability specialists will evaluate the submissions according to established, transparent criteria.

Categories of the PSI Academy Awards 2025:

1. Best advertising media from suppliers in the following categories:

- Clothing and textiles
- Electronics and multimedia
- Lifestyle & accessories
- School and office supplies
- Bags, luggage and travel

2. Best advertising media campaign by a retailer

3. In addition, the awards Company of the Year for retailers and industrial and commercial customers and Newcomer of the Year for retailers will be presented.

Submissions and conditions of participation:

Companies from all over Europe - regardless of sector or size - are invited to submit their projects and innovations for one or more categories. The deadline for submissions is **June 30, 2025**. You can find more information on the conditions of participation and the submission process at www.psi-academy.com/de/awards.

Award ceremony:

The award ceremony will take place on September 11, 2025 at the Gürzenich in Cologne. The PSI Academy gala evening will serve as a festive setting.

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