

PRESS RELEASE

PSI Academy - PSI launches a new event format for the promotional products industry

Location: Gürzenich/Cologne on September 11, 2025

With the PSI Academy, PSI is launching a versatile industry get-together that makes companies fit for business and competition. Education, awards and networking are the pillars of this new PSI format.

Düsseldorf, April 7, 2025 - A new, independent industry get-together under the umbrella of the PSI Institute - that's the PSI Academy, which will bring the promotional products industry together for a second time in the year to complement PSI. The annual event is an exciting combination of education and networking event as well as the industry highlight PSI Academy Awards, which will take place annually at different locations in Europe. By involving the European promotional products associations, the industry will also continue to grow together internationally.

The PSI Academy sees itself as a platform that not only gives suppliers and distributors a stage, but also involves associations, industrial and commercial customers and politicians. This addresses all those groups that are active in the promotional products business or are relevant to the industry. The new format can broaden horizons, clarify positions and promote cooperation. The PSI Academy supports the promotional products industry with a unique, up-to-date and concentrated transfer of knowledge and, together with the organizer of the Green Product Award as a partner, creates transparent and communicable competitive advantages all around sustainability.

The individual areas of the PSI Academy:

PSI Academy Conference: Cutting-edge presentations, discussions and workshops on the topic of sustainability as well as marketing-relevant topics and issues affecting the industry. Online webinars will take up and deepen relevant topics throughout the year.

PSI Academy Certification: Will be introduced as a certification standard for the promotional products industry from 2026. A points-based participation system will enable PSI Academy participants to measure the progress of their performance and qualifications and thus secure competitive advantages.

PSI Academy Awards: The new industry award will recognize particularly sustainable products, companies and newcomers in the promotional products industry. The PSI Academy Awards will go beyond the previous PSI Sustainability Awards in terms of content and standards, for example by documenting developments and progress and honoring. In this respect, the new format is designed as an incentive and inspiration for the entire promotional products industry.

PSI Academy Expo: The exhibition of the winners and nominated products and campaigns showcases the creativity and innovative expertise of the companies: A presentation of practice cases for insiders and a business card with which the promotional products industry can introduce itself to politicians, associations and sponsors.

PSI Academy Night: The gala evening of the PSI Academy, which rounds off the event in a festive way and brings award winners and nominees on stage.

Contact:

PSI Institute, PSI Trade Show, PSI Academy:
Sara Bochinger, Marketing and Communication PSI,
RX Deutschland GmbH
Sara.Bochinger@rxglobal.com
Phone: +49 211 90191 348