

Winners

2025

Apparel & Textiles
Bags, Luggage & Travel
Lifestyle & Accessories
Re-Lifestyle
School & Office Supplies
Campaign of the Year
Emerging Innovators
Newcomer of the Year

Exclusive insights

On the following pages, you will find all winners for the PSI Academy Awards 2025 in eight categories.

Please let us know if you are interested in high-resolution images or other information.

Product of the Year 2025

Apparel & Textiles

Winner



Website: <https://www.psi-academy.com/en/produkte/the-iconics-20>

Press Kit: <https://www.psi-academy.com/downloads/the-iconics-20.zip>

Company Website: <https://stanleystella.com/en-be/>

The Iconics 2.0

We set new standards in the blank apparel market.

The Iconics 2.0 range by Stanley/Stella offers premium unisex staples—t-shirts, hoodies, sweatshirts, joggers—designed for comfort and ideal for decoration. With refined cuts, modern relaxed fits, and aligned adult/mini styles, it's the result of two years of testing and updates. Every piece is made from 100% GOTS certified organic cotton, brushed inside for softness and crafted with compact ring-spun yarn for durability and print clarity.

JURY: "Stanley/Stella impressed the jury with "The Iconics 2.0" for their consistent implementation of a holistic sustainability concept. This includes both the selection of environmentally friendly materials and consideration of all steps in the supply chain. "The Iconics 2.0" proves that it is possible to create scalable, high-quality clothing while maintaining high ethical and ecological standards."

Stanley/Stella

Tamsin Anne Cook
Belgium

Product of the Year 2025

Apparel & Textiles

2. Place



Sustainable Steps

Socks that care – for people and the planet

These sustainable socks bring together a unique range of sustainable socks: from warm SOXS.co made of wool to socks crafted from recycled fibres, regenerated yarns, and organic cotton. These are not just socks – they're a conscious choice. Designed for comfort and style, each pair helps reduce waste, lower environmental impact, and support ethical production. High-quality yarns ensure that the socks last longer, reducing the need for frequent replacement – a key factor in real sustainability. A wearable statement for a better future.

JURY: "Socks are a small textile product, but one that should not be underestimated. We all own at least one pair of socks, and this alone shows how important it is to manufacture socks sustainably. With its durable socks made from sustainable yarns, Sustainable Steps shows how this can be achieved successfully."

Bosscher International

Bosscher Team
Netherlands

Website: <https://www.psi-academy.com/en/produkte/sustainable-steps>

Press Kit: <https://www.psi-academy.com/downloads/sustainable-steps.zip>

Company Website: <https://www.bosscher-international.com>

Product of the Year 2025

Apparel & Textiles

3. Place



RE-SHIRT

The world's first reversible printing ink

We developed the world's first reversible textile printing technology. Our prints can simply be washed out. This patented innovation is of great ecological importance, as massive waste of resources is taking place through textiles. Do you know the shirts no longer worn just because of their print? One cotton shirt costs 3000 liters of water and 12kg of CO₂. Our innovation makes marketing concerns compatible with environmental goals. Because we print temporary messages on textiles - after one wash, the print is gone, and the garments, plain and immaculate, are ready to be worn over and over.

JURY: "Essentially, it is a water-based screen printing ink, but it is very revolutionary. It enables great approaches – in combination with 'good' textiles – especially in advertising, and makes textile promotional items more reusable."

RE-SHIRT GbR

Emmy Schumacher & Anna Hadzelek
Germany

Website: <https://www.psi-academy.com/en/produkte/re-shirt>

Press Kit: <https://www.psi-academy.com/downloads/re-shirt.zip>

Company Website: <https://re-shirt.com/>

Product of the Year 2025

Bags, Luggage & Travel

Winner



1818055 Shopper MONO

Door opener for the resource cycle

The MONO is an innovative shopper made from only one material, from handle to seam. Without coatings, zippers, or accessories, it is fully recyclable. Ideally designed for the circular economy. Production avoids cutting waste, the design impresses with everyday practicality and clarity. A sewn-in label communicates the idea directly on the product. The MONO translates the principles of the circular economy into an attractive, functional, durable, and affordable product, manufactured in a factory audited according to amfori BSCI standards.

JURY: "The "MONO" by Halfar System GmbH impresses not only with its clean, modern knitted design and functionality. Above all, it stands out for its deliberate use of a single monomaterial, consistently applied from the handle to the seams. This makes it fully recyclable and ideally designed for the circular economy."

Halfar System GmbH

Halfar System GmbH_ Werksdesign
Germany

Website: <https://www.psi-academy.com/en/produkte/shopper-mono>

Press Kit: <https://www.psi-academy.com/downloads/shopper-mono.zip>

Company Website: <https://de.halfar.com/>

Product of the Year 2025

Lifestyle & Accessoires

Winner



kraftschluck

SMOOTHIE FROM HERE

Our smoothies are the first to be made from 100% German organic ingredients. That means locally sourced ingredients, with local recipes, for more variety on the shelves and less CO2 from traveling halfway around the world. And full of flavor thanks to long ripening in the field. Many smoothies are too sweet! Why? Because they don't contain any vegetables. That's why our smoothies contain at least 10% vegetables to reduce the fructose content. We appeal to health-conscious, sustainable, and regionally oriented target groups who value high-quality convenience products.

JURY: "The project is convincing and holistically sustainable, from the choice of ingredients, the regional origin, and the packaging, to the reuse of the empty bottle. The product name and slogan, Kraftschluck, "Smoothie von hier" ("Smoothie from here"), succinctly sum up what makes this extraordinary and committed project special."

Website: <https://www.psi-academy.com/en/produkte/kraftschluck>

Press Kit: <https://www.psi-academy.com/downloads/kraftschluck.zip>

Company Website: <https://www.kraftschluck.bio/>

kraftschluck UG

Katharina Schießl
Germany



Website: <https://www.psi-academy.com/en/produkte/artbottles-de>

Press Kit: <https://www.psi-academy.com/downloads/artbottles-de.zip>

Company Website:

artbottles.de

Glass water bottles compatible with SodaStream

Every second person in Germany has access to a SodaStream carbonator! artbottles.de offers the only customizable glass water bottles that are compatible. Another deciding factor for whether bottles are used or not is their design. Based on customer briefings, we develop designs tailored to the target group. With SodaStream compatibility and appealing design, we ensure actual usage of the bottles, creating authentic sustainability impact!

JURY: "A thoroughly successful concept – well designed, excellently executed. Particularly impressive is the production in Germany, the inclusion of workshops for people with disabilities, and the cooperation with SodaStream. The compatibility with the system is a unique selling point."

artbottles.de Refill International Consulting S.L.

artbottles.de - Refill International Consulting S.L.
Spain

Product of the Year 2025

Lifestyle & Accessoires

3. Place



800ML Steel

Strong and lightweight with 79% recycled materials

Dopper exists to solve the problems caused by packaged water, and the pollution it creates in our world's waters. We do this by getting people to drink tap water and by stopping companies from selling packaged water. When you buy a Dopper bottle for your employees, you buy a mission. With this simple tool your company and your staff contribute to a world in which everybody has access to clean drinking water, and where plastic pollution is a thing of the past. Moreover, our Steel range bottles are designed with sustainability and durability in mind and are made up of 79% recycled materials.

JURY: "A classic reimagined! The Dopper drinking bottle has been sustainably improved without compromising its functionality or unique design. With the use of 79% recycled materials and a lightweight stainless steel body, Dopper motivates people to drink tap water and thus take a stand against the environmental impact of bottled water and plastic waste. ReUse and Recycle at its best."

Dopper B.V.

Niels Heijman (R&D Manager) - Rinke van Remortel (Designer) - Merijn Everaarts (Owner)
Netherlands

Website: <https://www.psi-academy.com/en/produkte/800ML-Steel>

Press Kit: <https://www.psi-academy.com/downloads/800ML-Steel.zip>

Company Website: <https://www.dopper.com/>

Product of the Year 2025

Re-Lifestyle

Winner



Mapeho

Mapeho - Zweites Leben für Transportverpackungen

The Mapeho product series transforms disused wooden transport crates into durable, functional design objects. Whether as a drinks carrier, bottle top or functional serving board for table decoration - each piece tells the story of its material. This product series is produced exclusively from recycled wood in a workshop for people with disabilities in Herford. The Mapeho range shows how stylish design, social responsibility and a genuine circular economy can be combined in one product - a sustainable statement for the promotional products sector.

JURY: "It's a great idea to give high-quality wood packaging waste a long life by transforming it into clever design objects."

Herforder Werkstätten GmbH

Mapeho
Germany

Website: <https://www.psi-academy.com/en/produkte/mapeho>

Press Kit: <https://www.psi-academy.com/downloads/mapeho.zip>

Company Website: <https://www.herforder-werkstaetten.de>



NoWa

From Trash To Treasure

NoWa creates jewelry from gold and silver recovered from discarded phones. Each piece is a stylish statement: turning waste into beauty. Instead of mining new gold – which comes at a high cost to people and planet – we give urban gold a second life. We make trash sexy and show that sustainability can be both beautiful and wearable. We built a fully local, transparent and circular supply chain. Through awareness campaigns and school programs, we collect phones, reuse what we can, and disassemble the rest via social workplaces — creating many social jobs and recovering materials.

JURY: “A great idea and implementation, reusing valuable materials from many mobile phones to create high-quality, durable jewellery.”

NoWa

Josette de Vroeg
Netherlands

Website: <https://www.psi-academy.com/en/produkte/nowa-jewelry>

Press Kit: <https://www.psi-academy.com/downloads/nowa-jewelry.zip>

Company Website: <https://thisisnowa.com/>

Product of the Year 2025

School & Office Supplies

Winner



QS40 True Biotic pen

QS40 True Biotic. Created by nature for nature.

The Prodir QS40 True Biotic Pen is our promotional pen that redefines sustainability. Made from True Biotic, a bio-based polymer certified for industrial and home composting, it guarantees complete biodegradation at the end of its life, reducing environmental impact. It combines Prodir's Swiss design with an unprecedented ecological commitment, offering brands a tangible way to communicate their dedication to sustainability. Every message becomes an eco-conscious statement, actively contributing to plastic waste reduction for a healthier planet.

JURY: "Prodir QS40 True Biotic redefines sustainable design with a clean look, easy clip personalization, and a refillable biobased PHA construction. A closed-loop design with optional FSC-certified packaging delivers true purposeful circularity."

Pagani Pens S.A.

Christoph Schnug
Switzerland

Website: <https://www.psi-academy.com/en/produkte/true-biotic-pen>

Press Kit: <https://www.psi-academy.com/downloads/true-biotic-pen.zip>

Company Website: <https://www.prodir.com/>

Boa matt eco + wood

Visibly natural and consciously writing

The Boa matt eco + wood pen combines modern design with environmental consciousness. The visible wood fiber content highlights the natural character of the bio-based material produced in Germany, which is free from fossil plastics, industrially compostable, BPA-free, PFAS-free, and REACH-compliant. Manufactured entirely in Wolfach with 100% green electricity, the pen consumes less energy than conventional ABS, as lower temperatures are used in the injection molding process. The refill, with a 3,000 m writing length, is also made from post-consumer recycled material.

JURY: "A bio-based ballpoint pen filled with wood fibre and produced locally from renewable energy sources significantly reduces the carbon footprint compared to imported goods made from fossil raw materials. We were also impressed by its inner values (refill made from post-industrial recycled plastic) and EMAS certification!"

Klio-Eterna Schreibgeräte GmbH & Co KG

Hausintern
Germany



Website: <https://www.psi-academy.com/en/produkte/boa-matt-eco-wood>

Press Kit: <https://www.psi-academy.com/downloads/boa-matt-eco-wood.zip>

Company Website: <https://www.klio.com>



Evoxx Polished Recycled MC

A senator® bestseller now with metal component

The Evoxx Polished Recycled MC is a sustainable ballpoint pen made from recycled material, now featuring a high-quality metal clip. With its elegant design and replaceable refill, it combines style with environmental consciousness. The use of recycled plastics and the ability to reuse it make it an eco-friendly alternative in the stationery sector. A small contribution with a big impact toward more sustainability in everyday life.

JURY: *"The modern design features an ergonomically favorable grip recess that ensures a comfortable, secure hold and noticeably improves the user experience. The focus is clearly on the product itself: through thoughtful sustainability, the writing instrument demonstrates a consistent combination of functionality, aesthetics, and environmental awareness. It combines durable quality with responsible manufacturing – a contemporary promotional item built for a longer life."*

Website: <https://www.psi-academy.com/en/produkte/evoxx-polished-recycled>

Press Kit: <https://www.psi-academy.com/downloads/evoxx-polished-recycled.zip>

Company Website: <https://www.seantor.com>

senator GmbH

Senator GmbH
Germany

Company of the Year 2025

Winner

BIC Graphic Europe

BIC Graphic is a division of the BIC Group dedicated to personalising BIC® products, based in Tarragona, Spain since 1995. Renowned for its innovation and quality, BIC Graphic upholds the iconic BIC® brand's legacy of over 75 years by offering high-quality, affordable, and essential products. With an extensive product range including iconic BIC® writing instruments and lighters, Rocketbook® and Djeep® as well as partnerships with brands like Moleskine® and Sprout™, BIC Graphic embodies its core values of innovation, customer proximity, and social responsibility, where sustainable development.

JURY: *"With its pioneering circular economy initiatives, commitment to product safety and strong social responsibility, BIC Graphic Europe exemplifies sustainable leadership and is rightfully honored as Company of the Year."*

BIC Graphic Europe

BIC Graphic R&D Team
Spain



Website: <https://www.psi-academy.com/en/produkte/media-clic-ecolutions-plus>

Press Kit: <https://www.psi-academy.com/downloads/media-clic-ecolutions-plus.zip>

Company Website: <https://www.bicgraphic.com/>

Dopper B.V.

Water is the lifeblood of our planet. We believe it shouldn't be bottled, plasticised and labeled. It shouldn't be imported, exported, taxed. It shouldn't be scarce. But it does. Water is being trashed to the point that we can't do the one thing we're meant to do with it:

Drink it, from the tap.

A goal that big is not accomplished by changing an individual, it is accomplished by changing the entire system.

So we get people to bring and refill their reusable bottle, urge companies to provide and promote tap water and lobby governments to make tap water safe and accessible for all.

JURY: "Dopper setzt mit Cradle-to-Cradle-zertifizierten Produkten, B-Corp-Status und Net-Zero-Strategie bis 2030 neue Maßstäbe in Sachen Nachhaltigkeit."

Dopper B.V.

Niels Heijman (R&D Manager) - Rinke van Remortel (Designer) - Merijn Everaarts (Owner)
Netherlands



Website: <https://www.psi-academy.com/en/produkte/800ML-Steel>

Press Kit: <https://www.psi-academy.com/downloads/800ML-Steel.zip>

Company Website: <https://www.dopper.com/>

The logo for Prodir, consisting of the word "prodir" in a bold, black, sans-serif font, followed by a registered trademark symbol (®).

Website: <https://www.psi-academy.com/en/produkte/true-biotic-pen>

Press Kit: <https://www.psi-academy.com/downloads/true-biotic-pen.zip>

Company Website: <https://www.prodir.com/>

Pagani Pens S.A.

Prodir, a Pagani Pens brand, boasts internationally awarded designs and advanced writing systems with extensive personalization, making them effective promotional tools. All Prodir production is Swiss-based, adhering to strong social responsibility and environmental standards.

Pagani Pens, established in Switzerland in 1961, is a global leader in innovative writing instrument technology. Their core values prioritize customer needs, meticulous detail, and respect for employees and the environment. Pagani Pens exports its high standards worldwide through its brands.

JURY: *"Pagani Pens impresses with ISO and SMETA certifications, transparent Swiss production and innovative biopolymer pens."*

Pagani Pens S.A.

Christoph Schnug
Switzerland

Candy Converters

Candy Converters aims to reduce plastic waste at festivals, parties, and events by offering the best alternative to plastic confetti: Conscious Confetti. Made from edible paper waste (potato starch) from the Netherlands. It's safe for people, animals, and the environment. We strive to operate as sustainable as possible—reflected in our materials, product, packaging, and partnerships. Our goal: produce 60,000 kg of confetti within a year, preventing 60,000 kg of microplastics from polluting the planet. No waste, party on!

JURY: *"A brilliant idea that makes celebrations more sustainable and even more fun, from global carnival parades and stag parties to the smallest of celebrations."*

Candy Converters

Ida van Esch
Netherlands



Website: <https://www.psi-academy.com/en/produkte/conscious-confetti>

Press Kit: <https://www.psi-academy.com/downloads/conscious-confetti.zip>

Company Website: <https://candyconverters.com>



Website: <https://www.psi-academy.com/en/produkte/methods>

Press Kit: <https://www.psi-academy.com/downloads/methods.zip>

Company Website: <https://methodsfootwear.com/>

Circular Footwear

Swap soles, change colors, and keep your Methods sneakers feeling fresh for years. Made of just 5 recyclable or biodegradable components in Portugal, each part can be individually recycled into high-quality new materials.

JURY: *"The consistently modular design allows for partial replacement and reuse of individual components. Circularity at its best! The clear definition of end-of-life scenarios and the commitment to recycling and composting are convincing."*

Circular Footwear

Véronique Baer, Anna-Lara Sigron, Nicole Lots
Netherlands

mover PLASTIC FREE[®] SPORTSWEAR

Website: <https://www.psi-academy.com/en/produkte/ventile-shell>

Press Kit: <https://www.psi-academy.com/downloads/ventile-shell.zip>

Company Website: <https://mover.eu/>

Mover Plastic Free Sportswear

Mover Plastic-Free Sportswear is a Swiss brand committed to making 100% plastic-free sportswear. The brand is redesigning performance sportswear by rejecting plastic entirely — something never done before in the industry. With an unwavering commitment to quality, every detail is carefully crafted for superior comfort, breathability, and performance. Their garments are made exclusively from natural fibers, are lightweight, thermoregulating, and built to last. In a quest for better performance in a world submerged by a tide of plastic and PFAS, Mover questioned the need for synthetic fibers.

JURY: “The “Ventile Shell+” by Mover impresses as a 100% plastic-free outdoor jacket, made from very densely woven cotton on the outside and lined with merino wool on the inside. It completely avoids synthetic materials and toxins, is biodegradable, and offers both weather resistance and comfort. Mover combines sustainability with functionality and shows that true innovation begins in nature.”

Mover Plastic Free Sportswear

Nicolas Rochat, Franziska Rieder, Kerstin Karlinger
Switzerland

Newcomer of the Year 2025

Winner



Website: <https://www.psi-academy.com/en/produkte/re-shirt>

Press Kit: <https://www.psi-academy.com/downloads/re-shirt.zip>

Company Website: <https://re-shirt.com/>

RE-SHIRT GbR

The founders of RE-SHIRT invented the world's first textile printing technique that can be washed out. This technology enables companies to dress their teams specifically for events while protecting the environment: everyone can wash out their own print and enjoy a high-quality textile suitable for everyday use — without a print. Single use is now a thing of the past.

JURY: *"RE-SHIRT impresses with its innovative textile technology that redefines circular economy and waste reduction."*

RE-SHIRT GbR

Emmy Schumacher & Anna Hadzelek
Germany

mover PLASTIC FREE[®] SPORTSWEAR

Website: <https://www.psi-academy.com/en/produkte/ventile-shell>

Press Kit: <https://www.psi-academy.com/downloads/ventile-shell.zip>

Company Website: <https://mover.eu/>

Mover Plastic Free Sportswear

Mover Plastic-Free Sportswear is a Swiss brand committed to making 100% plastic-free sportswear. The brand is redesigning performance sportswear by rejecting plastic entirely — something never done before in the industry. With an unwavering commitment to quality, every detail is carefully crafted for superior comfort, breathability, and performance. Their garments are made exclusively from natural fibers, are lightweight, thermoregulating, and built to last. In a quest for better performance in a world submerged by a tide of plastic and PFAS, Mover questioned the need for synthetic fibers.

JURY: *“As the first completely plastic-free sportswear brand, Mover sets a strong example of innovation and environmental responsibility.”*

Mover Plastic Free Sportswear

Nicolas Rochat, Franziska Rieder, Kerstin Karlinger
Switzerland



Website: <https://www.psi-academy.com/en/produkte/fibre-strap>

Press Kit: <https://www.psi-academy.com/downloads/fibre-strap.zip>

Company Website: <https://fibrestrap.com>

FibreStrap

Working for years in the Swedish forest industry, we were formed in innovative surroundings – and we came to see up close the pure, strong, and endurable qualities of natural fibre. Our hands-on-experience from the packaging industry has us well aware of both need.

Our mission is to replace traditional plastic materials with a more sustainable option for bundling, securing, and attaching in any industry. We will never ask our customers to compromise on quality and durability. We proudly deliver a product that does the job. And does it well.

FibreStrap - made to endure, but not to last.

JURY: *"With its paper-based cable tie FibreStrap®, EVLR International offers a genuine alternative to plastic and significantly reduces CO₂ emissions and resource consumption."*

EVLR International AB

Tobias Bergarp, Folke Najjar, Sigrid Svedberg
Sweden