

# Schneider Schreib's auf

Schneider Schreibgeräte GmbH • 78144 Schramberg • Germany

Contact person: Martina Schneider  
Departement:  
Telephone: +49 77 29/8 88-235  
E-Mail: [presse@schneiderpen.de](mailto:presse@schneiderpen.de)

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## Schneider won the PSI Sustainability Award 2021

Even though the situation in the promotional products industry is very difficult currently, there is still some good news that gives hope! Schneider won two awards at the prestigious PSI Sustainability Awards and is delighted that its commitment for sustainability is being recognized. In the promotional products industry, this topic has gained considerable importance in recent years. The Corona pandemic also intensifies the discussion around the need for more sustainability and highlights the need for sustainable products. The Promotional Product Service Institute (PSI) is the largest international network of the promotional products industry and has been honouring sustainable companies with their Sustainability Awards since 2015. The award is presented in several categories: Economic Excellence, Environmental Excellence, Social Excellence, Environment Initiative, Social Initiative, Sustainable Product, Sustainable Campaign and Innovator of the Year. The overall "Sustainable Company of the Year" award is the result of adding up the points achieved in the individual categories 1 to 8.

Schneider was nominated in 6 categories for 2021 and could proudly take home an award in the category "Environmental Excellence" and the category "Sustainable Product". A wonderful result considering that around 100 submissions were handed in and there were a total of 85 nominees in the different categories.

The category Environmental Excellence evaluates certifications in terms of environmental engagement and environmental management that goes beyond the legal minimum standards. In the category "Sustainable Product", sustainable products are assessed from an ecological perspective according to existing certificates. For this category the jury also considers the product idea and realisation.

The new Schneider [ballpoint pen Reco](#) is the winner in this category. Reco is the first ballpoint pen in the world that has been awarded the most famous eco-label, the "Blue Angel". The ballpoint pen convinces with its particularly environmentally friendly and resource-saving production and its broad range of colours. Its body is made of 92% recycled plastic. The proportion of recycled material has been confirmed by an independent certification body. The source of the raw material, and thus the 100% use of post-consumer recycling material, has been verified by the European certification company EuCertPlast. Schneider also uses recycled plastic for large capacity refill Eco 725 making it the world's first refill made of recycled material. The ink of the Eco 725 is available in the writing colours black or blue and is indelible in accordance with ISO 12757-2.

In addition to its sustainable properties, the Reco also stands out for its writing quality, ensuring a clean handwriting through the pleasantly light and constant ink flow.

The Sustainability Awards raise awareness for sustainability throughout the industry and show that added value can be achieved with a sustainable approach. At Schneider, people are convinced: "Sustainability pays off in the long run, and that's why we will continue to act holistically and sustainably". Schneider develops and produces almost exclusively in Germany and has a very high level of vertical manufacturing with over 90%. Sustainability in terms of both its products and manufacturing is a central component of Schneider's brand essence.

The company is particularly proud of its EMAS certification, which dates back more than 20 years. EMAS is a voluntary instrument of the European Union that helps companies to continuously improve their environmental performance. It is one of the world's most stringent environmental management systems and imposes regulations that are stricter than ISO 14001, for example.

Examples illustrating the sustainability practices at Schneider can also be found in [the company's environmental statement](#), which is available to the public.

[575 words, 3928 characters (including blank spaces) by [Martina Schneider](#)]

## Image



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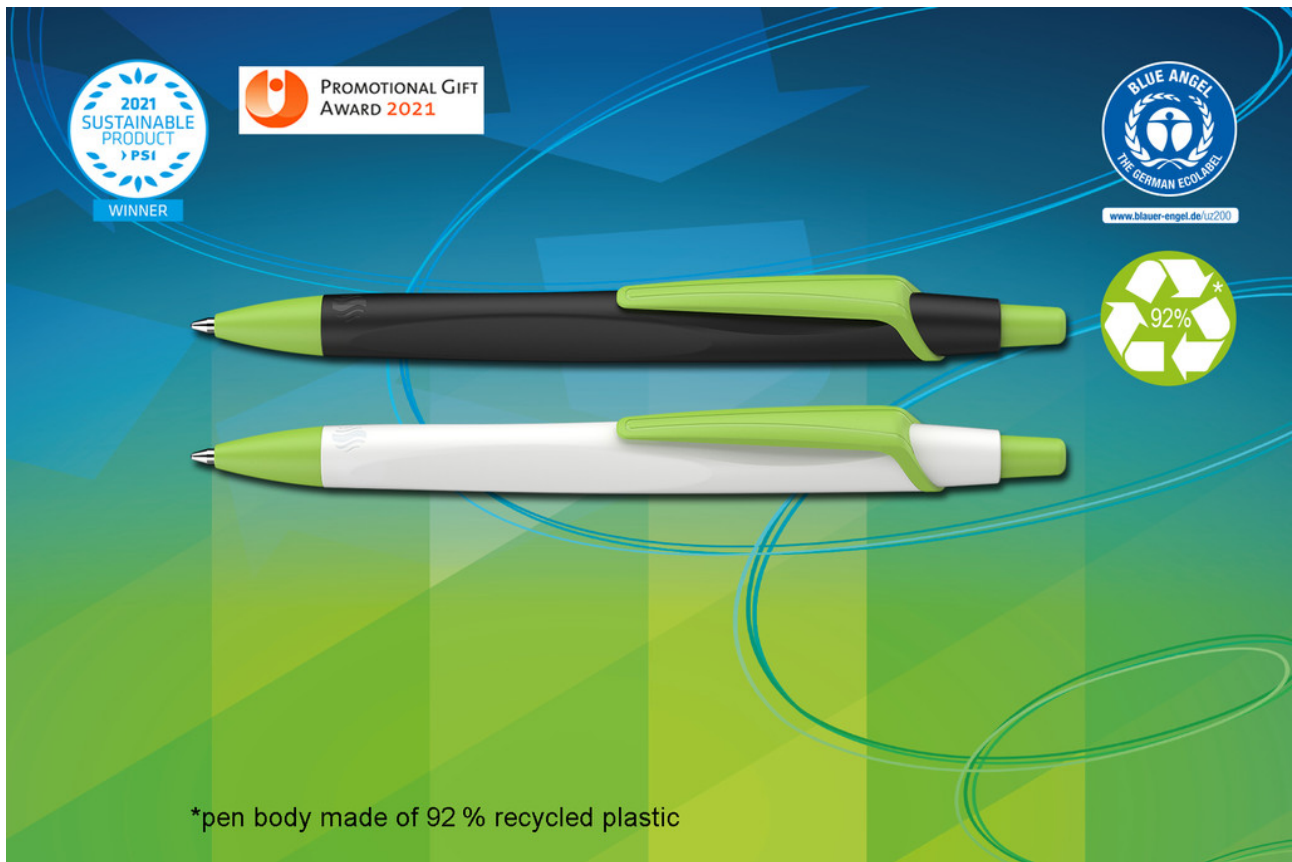
## Image



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## Image



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