

Athens, 11 September 2022

Significant Distinctions for Sarantis Group at the Lenovo Business Awards 2022 with one Gold Award & two Bronze

Sarantis Group was awarded at the **Lenovo Retail Business Awards 2022** with a Gold Award for **SANITAS** at the category “Supplier’s Brand Btl Activity”, with a Bronze Award for the collaboration with AB Vassilopoulos at the category “Supplier’s CSR Campaign” and with another Bronze award at the category “Suppliers Social Media Activation” for **STR8 fragrance campaign “FR34k”**.

More specifically, **SANITAS** managed with “**SANITAS Claus activation**” to win the most important distinction at the “Supplier’s Brand Btl Activity”, for years of successful & integrated in stores set up activation during Christmas period which was supported with materials as well as communication tools, for both the customer and the brand.

Moreover, with the successful **CSR initiative “Live Offline”**, Sarantis Group who joined forces with AB Vassilopoulos & KETHEA, managed to win the Bronze Award with the activation aimed at addressing social issues, such as internet addiction and screen addiction. This campaign that runs for 3rd consecutive year, encourages consumers **to create memories rather than create social media posts**.

Finally, Sarantis Group managed to win one more Bronze Award for the very successful campaign of **STR8, “Be a FR34K”** which ran exclusively at social media.

The great celebration for the Greek Retail Trade & Industry was organized by Direction and Retail Business magazine with the cooperation of the Hellenic Retail Business Association (SELPE) and the Hellenic Confederation of Commerce and Entrepreneurship (ESEE). As every year, it was held under the auspices of the Ministry of Development and Investments.

Sarantis Group

Headquartered in Athens and boasting a history of over 50 years, Sarantis Group is a multinational consumer products company having leading presence in Eastern Europe and an expanding geographical footprint through own subsidiaries and strong export activity worldwide. Our mission is to uplift the mood of consumers, with beautiful simplicity that makes everyday life better, by being always nearby, working closely with our stakeholders to create value sustainably. From Personal Care, Home Care and Health Care Products as well as Luxury Cosmetics, we offer well recognized brands that have a positive impact on people’s everyday lives. With strong activity in 13 countries, and in particular in Greece, Poland, Romania, Bulgaria, Serbia, Czech Republic, Slovakia, Hungary, Northern Macedonia, Bosnia, Portugal, Slovenia and Ukraine, we maintain a dynamic international presence and a powerful distribution network of more than 50 countries around the world.