

## PRESS RELEASE

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### **Premium Square Group RE-designed**

*Premium Square has launched its new fresh logo and identity that reflects its expansion into new markets, dedication to partnership and commitment to the future.*

The year 2022 is the year of optimism and positivity as far as Premium Square concerned. The company introduces over 50 new products in existing and new (non-electronic) product categories, the recently acquired sales offices in France and Spain are in full swing, Look! Magazine edition 3 has been launched, there are cooperations with European brands like Humio and Tapio (Design from Finland) and all of this is presented in a new visual identity as illustrated by the updated website.

"Our company has developed significantly over the past years, despite all challenges caused by the Covid-pandemic. We have focused on and expanded our brands Bta and Le Zen ® in B2B and retail, to offer an exclusive range of products that stands for reliability, quality and fun. I am thrilled that we have been able to grow our sales network, our collaboration with European brands and that we have started our product categories extension to become the 'Creative Gift Partner' of choice. We aim to be a specialist supplier on branded, creative, functional and durable gifts with products that are designed to surprise and to create long-lasting impact. Our new visual identity reflects this strategy." says Group CEO Arthur Strijbos.

### **About Premium Square Group**

Premium Square Europe B.V. is a leading international specialist supplier in the promotional products industry. The company is active in both B2B and B2C with carefully selected off- and online partners. To scale up its business the company is actively seeking expansion in new markets.

### **More information?**

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