

Innovation and Quality Strategies Earn Sarantis Group Awards at the Super Market Awards 2024

Sarantis Group achieves prestigious awards at the **Super Market Awards 2024!**

Sarantis Group has achieved a total of **9 awards** at the **Super Market Awards 2024**, once again proving its rightful position as a leader in most of the categories in which it operates and earning the trust of its partners and consumers. With a deep commitment to **quality** and **sustainability**, the Group has invested in strategies that promote growth and consumer satisfaction through its own brands as well as those of major strategic partners.

During the event, **Sarantis Group** was awarded:

- **GOLD, TOP RATED & PLATINUM (for achieving the highest score in the entire program):** 3 awards for Sarantis Group's successful entry into the fabric softener category in the Greek market with the differentiated offering of the **Tesori d'Oriente** brand. Staying true to its strategy of continuous growth, the Group launched the new **Tesori d'Oriente** Fabric Softeners in February 2023, which immediately captured the attention of both retailers and consumers who tried them, securing a significant market share within the first year.

About Sarantis Group

Based in Athens and having a history of 60 years in the industry, Sarantis Group is a multinational consumer products company with an ever-expanding geographical footprint and leading brands. The Group's business is focused on the categories of Beauty & Skin Care, Personal Care, Home Care Solutions and Strategic Partnerships, offering in each category high quality brands that are top in consumers' preferences. With a strong activity in thirteen countries organized in 8 business units – Greece (including Portugal and selected international markets), Poland, Romania, Bulgaria, West Balkans, Czech Republic & Slovakia, Ukraine, Hungary – the Group maintains its dynamic international presence and its remarkable distribution network in more than 50 countries around the world.

- **GOLD award for the new [AVA](#) line "Grandma's Secrets" and for SKLAVENITIS Greek Supermarkets for creating added value for consumers.** As part of the launch of the new "Grandma's Secrets" line, a comprehensive plan was implemented in SKLAVENITIS stores to introduce the line to consumers and provide additional incentives for them to try it. These coordinated efforts had a very positive impact on both quantitative and qualitative metrics.
- **GOLD award for the Sales and Market Share Growth of the [Noxzema](#) brand in the deodorant and shower gel categories - 2023.** The expertise and experience of Sarantis Group in the cosmetics sector, combined with a targeted and robust promotional and communication plan, delivered high results and set even higher goals for the coming years. With this commitment and consistency towards consumers, the brand continues to grow and meet the daily skincare needs of consumers.
- **GOLD award for PENTE S.A. - Galaxias and DEVA Group in collaboration with Sarantis Group for Forecast Analysis & Personalized Customer Targeting for the "Your Unique Reward" initiative in the Big Data & Marketing Analytics category.** This award recognizes the Treasure Hunt campaign we ran together in 2023, which featured the brands AVA and Bioten.

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- **SILVER award for the new [Bioten](#) Hydro X-Cell line and its successful positioning in the Greek market.** Bioten draws inspiration once again from the power of natural ingredients and biotechnology to introduce the new comprehensive Bioten Hydro X-Cell skincare line, featuring 5% of a powerful, multi-action moisturizing complex with 100% natural Cellular Water from Spirulina, Hyaluronic Acid, and plant-based Ceramides. The new Bioten Hydro X-Cell line is designed to provide an unparalleled hydration experience lasting up to 72 hours.
- **BRONZE award for the new [Noxzema](#) Bonuspack shower gels and their successful positioning in the Greek market.** Noxzema is launching the newly designed Noxzema Bonuspack shower gels for direct use in the shower. The combination of practical packaging with an ergonomic flip-top lid, which can be used directly on the sponge or the body, along with consistently better pricing for consumers* and up to 80% less plastic**, makes this line an ideal choice for consumers.
- **BRONZE award for the joint CSR initiative of [SANITAS](#) and AB Vassilopoulos for the adoption of Veikou Park and support of the Save Your Hood movement.** They undertook the collective cleanup of Veikou Park through systematic cleaning efforts, demonstrating their commitment to environmental care. The event also featured AB's Mobile "Environmental Education and Recycling Center," a double-decker bus where representatives informed the public about the importance of recycling and environmental protection. Additionally, by purchasing SANITAS trash bags, we support the work of the Save Your Hood movement and their initiatives for a more sustainable environment.

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Super Market Awards 2024 took place successfully on Tuesday, October 15, 2024, at the Radisson Blu Park Hotel, organized by Boussias Events. The event celebrated innovations and achievements in the supermarket sector and their suppliers, bringing together top market players to recognize and reward the best practices and products.

Sarantis Group expresses its deep satisfaction with the recent awards received by its brands at the Super Market Awards 2024. The awarded brands—**Noxzema, Bioten, Tesori d'Oriente, SANITAS** and **AVA**—reflect our commitment to **innovation, quality** and **value for consumers**. These accolades confirm that our dedication and ongoing efforts lead to success. Supporting our strategy for continuous growth and improvement, we will continue to offer products that enhance consumers' daily lives and contribute to market advancement.

**Economic Packaging – Sarantis S.A. offers this packaging at least 15% cheaper compared to the 750ml Noxzema shower gel packaging (calculated based on wholesale price/ml).*

***In terms of packaging per ml, compared to the 400ml bottles (-80%) and 750ml bottles (-72%).*

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