Socially Committed Printing Company of the Year: MyPostcard wins at the Druck&Medien Awards 2023

In Berlin, the "Druck&Medien Awards" were presented for the 19th time to honor outstanding achievements in the German printing industry. The young company, MyPostcard, impressed the jury and received the Xerox Award as the socially committed printing company of the year.

Berlin, October 20th, 2023 - This year's Druck&Medien Awards took place at the Grand Hyatt in Berlin on October 19. Winners in a total of 25 different categories were honored at the festive gala. Among the five finalists in the "Socially Committed Printing Company" category, MyPostcard was a convincing winner, beating out Sattler Media Group GmbH (silver) and Buchbinderei Schaumann GmbH (bronze), among others. This was the second year in a row that MyPostcard has held its spot: in 2022, the company was named Crossmedia Service Provider of the Year.

"Postcards are not just a great print product. It is rather the medium to connect people, draw attention to grievances and empower in today's world. Postcards give us the chance to change lives!" says Josipa Gelo, Head of Marketing & Collaborations at the postcard app.

MyPostcard regularly supports projects that are in accordance with the company's values. Since 2016, the brand has been committed to equal rights for the LGBTQ+ community in collaboration with All Out and launched the successful #IFEELTHESAME campaign in 2021, where advocates could send a postcard to All Out free of charge for one month to show their support. The goal of the campaign was to get an explicit amendment to Article 3 in the Basic Law to protect sexual and gender identity. At the end of the campaign, postcards from All Out, MyPostcard and the initiative GRUNDGESETZ FÜR ALLE were presented to members of the Bundestag.

The company also focuses on female empowerment: MyPostcard supported the work of TERRE DES FEMMES for four years through fundraising activities and launched a campaign with HÁWAR.help. in 2023 for International Women's Day to send a visible message of solidarity to women and girls as well as peace and human rights activists.

In 2020, MyPostcard initiated a campaign with Deutsche Post AG during the Corona pandemic under the slogan #ForMeForUs, giving away one million postcards so people could stay connected with their loved ones despite the contact restrictions in place at the time.

In numerous fundraising campaigns, in which users of the app participated with their postcard, thousands of euros have already been collected through MyPostcard. The Berlin-based company itself supported the projects by donating the proceeds.

About MyPostcard

MyPostcard is Germany's most successful postcard app and makes it possible to send personal photos as real printed postcards from anywhere via smartphone. With more than 70,000 designs, the company also has the world's widest range of postcards, and offers audio and video cards in addition to postcards and greeting cards. MyPostcard takes charge of printing, and delivering the personalized postcards worldwide with the help of an international printing network. The company, based in Berlin and New York, was founded in 2014 by designer and serial entrepreneur Oliver Kray (CEO) and is now successfully operating in the e-commerce industry with over six million app downloads. Today, 35 employees work at the company. MyPostcard supports various social projects worldwide, including Amnesty International, All-Out.org, Terre des Femmes and in the past the #FreeDeniz campaign in cooperation with N24 / Axel Springer.

MyPostcard has a prestigious list of partners, including Deutsche Post, Haribo, adidas, Google and TUI. In the Financial Times ranking, MyPostcard is one of the Top 1000 Fastest Growing Companies in Europe. In the e-commerce sector, the company ranks 19th in Europe. MyPostcard has won the gold Stevie Award in the Company of the Year category, as well as the coveted Licensing International Award. The company also won this year's German Innovation Award 2022 with the audio postcard. The MyPostcard app is available free of charge in the App Store (ranked 4.7 stars), Play Store (ranked 4.1 stars) as well as the Huawei App Store (5.0 stars). The app is currently available worldwide in eight languages.

For more information, please visit http://www.mypostcard.com/en/.

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