

# Full of Ideas



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# Our history

Since 2004 we have been offering you a diverse and inspiring range of products at an excellent price. Our ambition: to do an ever better job of exactly that as time goes on.

When there is lots to do, time passes especially quickly, and that's why we can scarcely believe that in the meantime TEDI is present with 3,000 stores in 15 countries in Europe. The secret of our success? A broad, high-quality selection at low prices. Everyone finds something here, whether stationery, handicrafts, decorations, household, party or trend articles. Toys, DIY materials, confectionery as well as pet supplies round off the line. Our promise for the future: we will continue to do our best to make our customers happy – in every store, in every country and with every budget.

2004



Already in our first year of operation we opened up an average of two stores per week.

Between 2006 and 2012 we continued to grow and opened our first stores abroad. In addition, the TEDI-bear joined us as our mascot.

In August 2005 we celebrated the opening of our 250th store. In that year we were already training 150 young people in three different specialised occupations.



In the run-up to our 10th anniversary in 2014 we progressively modernised all stores. We optimised our product presentation and assumed ever greater responsibility vis-à-vis customers, employees and society.

The expansion between 2015 and 2022 brought us to seven European countries, our stores became more modern and we refined our store concept.

What a milestone for TEDI: in 2018 we opened up our 2,000th store in Hamburg, as well as opening up first markets in Italy and Poland.

A reason to celebrate: we inaugurated our 3,000th store in Dortmund and in the meantime were represented in 15 countries in Europe.

2024



In 2024 we commemorated 20 years of TEDI and renewed our determination to keep growing. Our goal is to have 5,000 stores in Europe! Because we want to show that fair prices, quality, a sense of responsibility and a varied offer can go hand in hand.

3000 2023

2 For easier reading, only a single gender-specific form is used in our company brochure. Naturally, however, all genders are equally addressed.

# Our products

Whether the latest trends or beloved classics: at TEDI you'll always find something – from decorations to stationery.

## Always the best price

We firmly believe that good things don't have to be expensive. Very practical: for you to always have an overview of these special offers, we bundle the consumer goods under our private label BLACK.de. Naturally we carry brand products as well, and it's worth taking a look for your favourites from amongst 3,000 articles there – each for only one euro!



## Something special for the big day

Whether it's your child's first day in primary school, a birthday party or a wedding: you have a special occasion coming up, and we have everything you will need for it. From school cones to dishware to place cards. Because a memorable event doesn't have to cost a fortune. Moreover: you can buy small presents or decorations from us – or you can select paper, pens or glitter and create them yourself. Just the way you want.

## Useful things for in between

The hustle-bustle of everyday life demands a lot from us: household, family, job – little helpers are worth their weight in gold. We've got everything you need to make life easier: from microfiber cleaning cloths to paper clips. And for a new look you'll find the right accessories like legwarmers, bags or sunglasses. We also have everything that will delight your four-legged friends.



## Home, sweet home

Our own home is a refuge, a safe haven. It's where we relax and can express who we really are. Show off your style with attractive details and tasteful decorations. Depending on the season, you'll find vases, flower pots, jewellery and pillows with changing motifs – from bright summer tones to warm, muted fall colours. In this way TEDI turns your home into an oasis of well-being every season.



### Our employees

**We're constantly growing** – and that means: we're also looking for well-motivated recruits for the future. Whether as active support in distribution or at our headquarters, in one of the numerous departments, such as Purchasing, IT, Controlling or HR.

**Good to know:** at TEDi, character and motivation weigh more than a perfect CV. That's why we choose people who are eager to roll up their sleeves and get down to work – whether new-comers or old-timers. Is that something that interests you? We offer you the possibility to discover and develop your own potential – also via our wide range of further training possibilities. Grow with us thanks to new challenges and find out what you're really made of! Moreover: the people who work at TEDi come from over 120 countries – because for us, having employees of different origins constitutes a genuine enrichment.

## Our team

A wide range of tasks, great colleagues and excellent collaboration – that's what it means to work at TEDi.



Join the team!  
www.einfachmal-  
bewerben.de

### Our junior staff

**Cultivating young talent is important to us.** We therefore offer apprentices and students seven different specialised occupations that require training, a trainee programme in purchasing and two dual study programmes.

**In distribution, we offer nationwide training** to become a retail salesperson and a high school graduate programme to become a certified commercial specialist. In our European headquarters we put our money on young talents, for example as sellers for office management, for wholesale and foreign commercial management or as IT specialists for system integration. We know how much pressure there can be during the training period – and so we assign a coordinator to act as a mentor for each trainee. If a trainee does well, we offer the possibility of transitioning to a permanent position.



## Our facts & figures



Over  
**3,000**



At present there are over 3,000 TEDi stores world-wide. In just 19 years we have built up a **gigantic network of stores** throughout Europe. As a result, we are in easy reach for everyone. We feel at home in both cities and rural areas – the most important thing for us is to be close to our customers.

### Fully modern

We are constantly modernising and are ready for the latest generation in shop design: we now present our goods on dark, almost black pieces of furniture. This way they are more visible and really attract attention. In addition, we don't use merchandise display bins – **we present the goods free-standing or hanging** and highlight them with energy-efficient and pleasant ceiling lighting.

**15**

In the meantime, 15 countries belong to the large TEDi family. That adds up to a total of **over 1,800,000 square metres of selling space and more than 3,000 stores**. And we want to continue pursuing our ambitions in the future, therefore we are always on the lookout for suitable new locations and are also constantly refining our interior design concepts.



### Fully customer-oriented

Shopping has increasingly become a social interaction, an experience, a hobby, a pastime and a lifestyle. In addition, purchasing power is being split up across more and more suppliers and channels. For us this means that we have to **remain attractive for the customer** while at the same time constantly developing ourselves further. How do we manage this? With richly varied, innovative and modestly-priced products – in this way, we increase the frequency and turn visitors into customers.

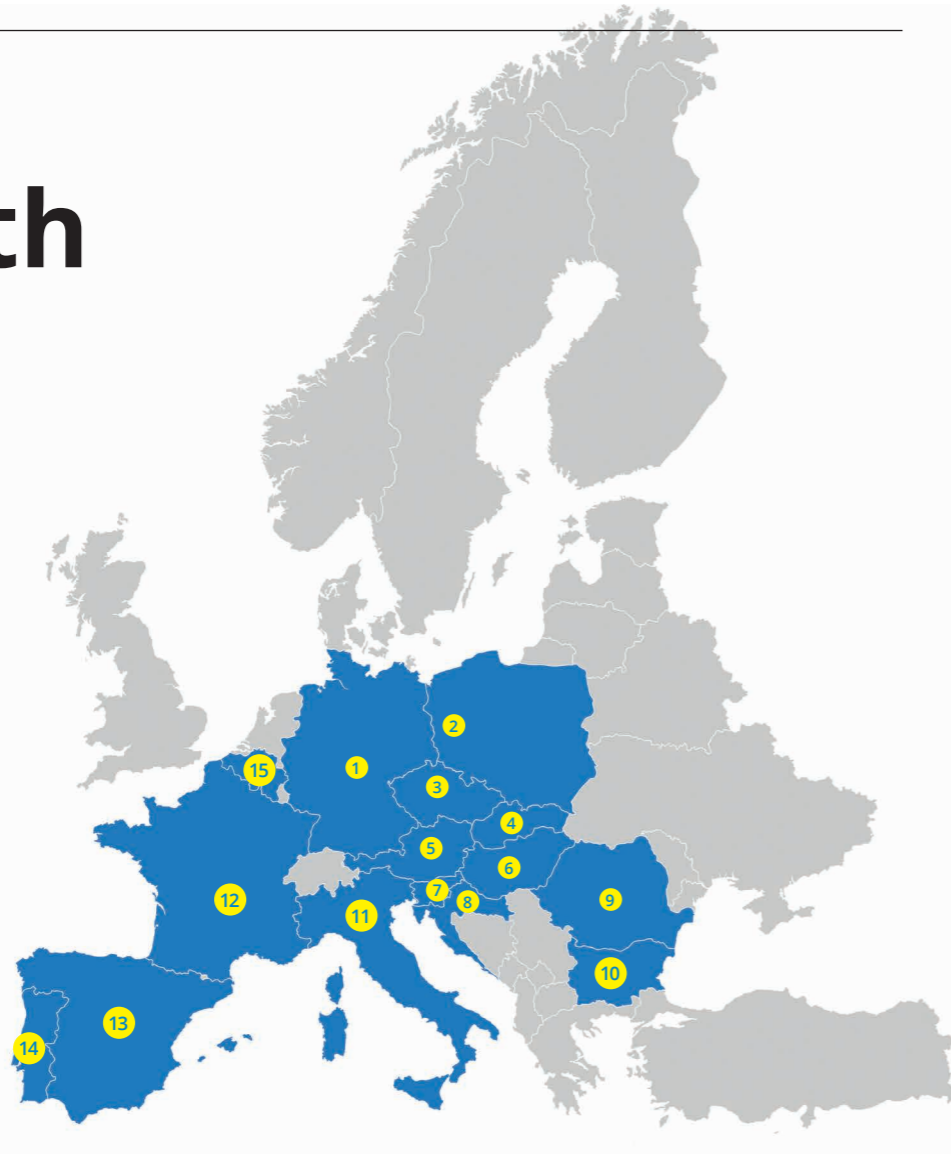
### Fully diverse

It goes without saying that we are always there for our customers when it comes to everyday use items. But we also know trends, and TEDi product managers comb the great metropolises of the West to bring back fresh ideas for you. **Easter, Christmas, Halloween** – at TEDi, you'll also find a wide selection of seasonal highlights.

# Our growth

**TEDi is the fastest growing non-food company in Europe, opening a new store every working day.**

That means we are constantly searching for new locations. In this quest, the size of the catchment area and the purchasing power of potential customers are the primary factors. In addition, however, a competitive environment is becoming increasingly important to us. Our stores in top shopping centres and inner-city locations have shown us that we can be economically successful there as well.



- 1. Germany
- 2. Poland
- 3. Czech Republic
- 4. Slovakia
- 5. Austria
- 6. Hungary
- 7. Slovenia
- 8. Croatia
- 9. Romania
- 10. Bulgaria
- 11. Italy
- 12. France
- 13. Spain
- 14. Portugal
- 15. Belgium

## What's important to us when looking for new stores:

### Surface area profile

Optimally around 650 m<sup>2</sup> of selling space, plus around 50 m<sup>2</sup> of auxiliary space.

### Location

Pedestrian zone, inner-city A- or good B-position, urban district location with high pedestrian frequency, specialty store agglomeration, solitary locations or shopping centre.

### Catchment area

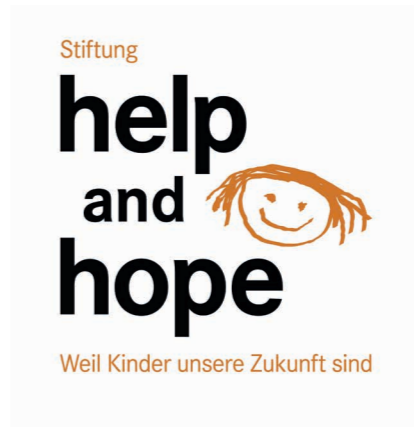
More than 10,000 inhabitants in the centre, or more than 20,000 inhabitants in the catchment area.

### Contact

Know of a suitable location, or even own such a property yourself? Contact us at [expansion@tedi.com](mailto:expansion@tedi.com).

### For society

Since 2007, we have been committed to the „help and hope“ foundation in the form of donations in kind and cash donations and take part in many campaigns for disadvantaged children and young people.



### For our employees

For us, it goes without saying that our employees should be able to combine work and family. We are convinced that a family-friendly company policy and economic realities can be harmonised. That's why we participated in the „FamUnDo“ project (Family-conscious Undertakings in Dortmund) and received an award for our efforts by the City of Dortmund.

# Our responsibility

TEDi proves that fair prices, quality and a sense of responsibility can fit together perfectly.



### For the environment

At TEDi, we've set climate change and the worldwide scarcity of resources as our environmental priorities. **It is a fundamental goal for us to reduce our total emissions as a company.** To supply our power we are therefore increasingly focusing on renewable energies: all of our stores in Germany run on green electricity. Since the beginning of 2011, the European headquarter in Germany has also been purchasing „clean“ electricity, which is produced in a CO<sub>2</sub>-neutral manner. And in the selection of our products we pay close attention to labels like FSC® and the Blue Angel.



See you soon in  
one of our over 3,000  
stores!



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more?**

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TEDi homepage!