



## **Hopscotch Système Europe secures Pan-European PR Assignment from one of Europe's Leading Promotional Wear Companies**

***SOL'S, a European leader in promotional clothing, has appointed the Dublin-based European "hub" agency to grow its reputation in France, the UK, Italy, Germany, Spain, Belgium, the Netherlands, Portugal and Greece***

**Dublin – 4<sup>th</sup> July 2014** – SOL'S, one of Europe's leading producers and distributors of promotional clothing, has selected Hopscotch Système Europe to carry out a multi-country PR campaign across Europe. The Dublin-based agency has been awarded SOL'S first ever regional PR campaign, which seeks to expand the brand's visibility and reputation beyond their core market and home territory of France, into the UK, Italy, Germany, Spain, Belgium, the Netherlands, Portugal, and Greece.

"Our customers and production have become increasingly international", explained Laurent Ostrowsky, Managing Director of SOL'S. "We need to clearly communicate to them about the diversity of our product lines as well our unique supply chain capabilities, and needed a PR agency that could help us be more visible in multiple markets, in an effective and consistent way."

Reporting to SOL'S HQ in Paris, the multi-cultural team of Hopscotch Système Europe will deliver business-to-business and corporate media relations, supporting the entire SOL'S product line as well as its ethical engagement.

Patrick Frison-Roche, Managing Director of Hopscotch Système Europe, said: "As a fast-growing European leader in their industry, SOL'S is a perfect addition to our client roster. We believe our high-central efficiency, high-local media engagement approach is perfectly suited to help them gain a share of voice consistent with their share of market in Europe and beyond".

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### **About SOL'S**

Founded in 1991, SOL'S has become a European leader in promotional clothing with a complete range of 330 products and the addition of 38 new products in 2014. With a large array of implemented industry, social, environmental and ethical standards, SOL'S is widely considered as the quality reference in the textiles industry. Thanks to its wide range diversity, its more than 25 million items in stock and its presence in 57 countries around the world, SOL'S offers a global service ensuring you that your brand image is communicated via impeccable products. Thanks to its rigorous quality control, its attachment to human

values and its competitive service, SOL'S offers a dynamic approach to meet your highest clothing quality standards. For more information on SOL'S, please visit [www.sols-europe.com](http://www.sols-europe.com)

**About Hopscotch Système Europe**

Hopscotch Système Europe is the European hub of Global Top 20 communication group Public Système Hopscotch ([www.publicsystemehopscotch/en](http://www.publicsystemehopscotch/en)). From its central base in Dublin, Ireland, teams of multi-cultural consultants design and implement faster, simpler and smarter Media, Digital and Social PR campaigns across Europe serving a very diverse client portfolio, from global consumer brands (Sofitel, Dole Foods, ESPN) and industry leaders (GE Energy, Alcan, Mondi AG), and national institutions (Ivory Coast, Invest In Morocco) to fast growing new economy players such as Yelp and Eventbrite. For further information: [www.hopscotch.eu](http://www.hopscotch.eu)

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