



Who we are and what we want!

More
than 3,500
stores in
Europe!



Party | handicrafts | writing | household | decoration
gift packaging | trends and more!

TEDi - full of ideas!

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Dear readers,

"TEDi should become more modern, fresher and more up-beat," I said in an interview in October 2024. With this company publication, you are holding one of the results of this statement in your hand.

In our 20th-anniversary year of 2024/25, which ended on 30 April 2025, we set out on our journey and initiated many changes at TEDi. For the first time in our company's history, we achieved gross sales of over three billion euros and opened more than 400 stores in one financial year. We achieved this through organic growth on the one hand and the successful acquisitions and rapid integration of Pfennigpfeiffer and Bristol branches in Germany and Belgium on the other. In addition, we have invested heavily in new store designs and trendier product ranges because, alongside our employees, the needs of our customers are our top priority.

For us at TEDi, it's not just about offering a wide range of everyday products, seasonal and trendy items at affordable prices, but also about the associated shopping experience. In order to inspire our target groups with our products in a humorous way, whether they are young or old, families or singles, children or teenagers, students or trainees, we at TEDi have focused on modern store layouts, trendy customer approaches and clear price labelling. Now the results are gradually becoming visible.

The "Bärenland" introduced in our stores is one of my personal favorite projects, because children's hearts beat faster here. Toys for the little ones are presented in a cheerful and colourful way. Our mascot, the TEDi bear, rounds off the re-branding in his very own, likeable and cheeky way. Visit one of our now more than 3,500 stores in 15 European countries to see for yourself, because the rollout has begun.

For the current financial year, in addition to another strong expansion, we are planning to celebrate our 10th anniversary in Spain and several store anniversaries, such as the opening of our 300th store in Poland, our 200th in Austria and our 100th in Croatia.

As Europe's largest non-food discounter, we want to have opened a total of 5,000 stores by our 25th anniversary in 2029 and have convinced many more people of TEDi as a provider of high-quality products at reasonable prices, and also inspire them as an employer. Over 36,000 employees across Europe work towards this goal every day and they are supported by many business partners and service providers – thank you very much!

I hope you enjoy browsing through our new company publication and look forward to many more TEDis – full of ideas.

Kind regards,
Petar Burazin
Chair of the Executive Board/CEO



**"Our employees
and our customers
are at the heart of
everything we do."**

Our history

The success story of
TEDi continues!

TEDi - full of ideas!



2004

TEDi was founded. We offer household and gift items, toys, accessories, decorative items and trends. In Germany, we open two shops every week. At the end of the financial year, there are around 120 shops.



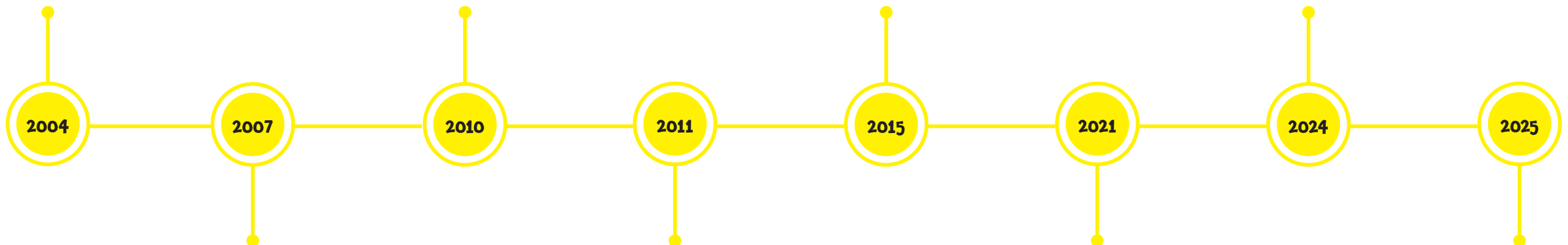
2015

We are active in five countries: Germany, Austria, Slovenia and Slovakia, plus we have our first store in Spain.



2024

TEDi operates over 3,500 stores in 15 countries.



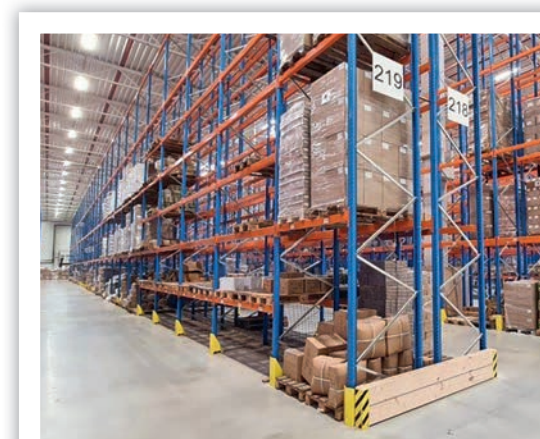
2007

We celebrate the 500th store opening and are now training employees in six professions.



2011

'Green' energy supply: We switch to a more sustainable energy supply and purchase green electricity for three quarters of our German stores. We also open our first shop in Graz, Austria.



2021

We move into a second warehouse in Kamen, Germany. The first shop is opened in Hungary. TEDi employs 25,000 people across Europe.



2025

Start of rebranding: With a new store look and revised product range, we will create a greater shopping experience by the 2026 financial year.

Our wide selection

From decorations to stationery.
You'll always find something here.

TEDi – full of ideas!



Always in
stock: over
5,000 items for
1 euro each
and cheaper

In every TEDi shop you can expect a varied range
of 16,000 items at attractive prices.

Crafting

Be inspired by our DIY projects on our homepage.

Throughout the year, we offer a large selection of products that make your ideas become reality.



50% of our
handicraft articles
cost only 1 euro or
even cheaper!



Seen at TEdi

Foil balloons for every occasion in various designs, sizes and colours – we fill them with helium for you in many stores.

Gift packaging

Something special for the big day

Whether it's a school enrolment, birthday party or wedding, we offer everything you need for special occasions – from school bags to crockery to decorations.



Household

We make your life easier with useful gadgets that look good, too.

Useful things for the home

From preserving jars and plastic hangers to cake plates and cupboard boxes – we have it all! We also have lovely things on offer for your four-legged friends.



At TEDI everyone will find something. Over 3,000 articles in the household section!

Found at TEDI

Festive table or a quick snack? We have a large selection of plates, bowls and mugs in many designs and sizes.



Decoration

Home sweet home

With great ideas and our tasteful decorative items, you can transform your home into an oasis of well-being.

Seasonal

Every year again

Spring, Easter, Halloween and Christmas – we always find new items, colours and designs for every occasion.



Stationery

Whether school, office or home office – with us you will find everything at prices that will inspire you.



You can choose from over 3,000 articles!

Always the best price

Good things don't have to be expensive, which is why we offer a wide range of stationery under einhorn, our own brand. We also stock branded products from Pelikan, Staedtler, Herlitz, Stylex and Maped.



TRENDi Point

The TRENDi Point is brand new at TEDi. Here you can go viral in our "social media corner". We look forward to your creative content ideas!

Bärenland

Experience the world of Bärenland – a place full of adventure for little explorers! With Bärenland, we create unforgettable experiences for the whole family.



Our responsibility

Quality and a sense of responsibility
are a matter of course for us.

TEDi proves that low prices, quality and a sense of responsibility are compatible with each other. The basis for this is economic success and competitiveness. We have been integrating sustainable issues into our corporate strategy and have been taking responsibility since 2004. Since then, many steps have contributed to TEDi continuing on its path to becoming a sustainable retail company.

SUSTAINABLE DEVELOPMENT

Our
photovoltaic
system saves us
600 tonnes
of CO₂
every year.



Supply chain and product range

Our global trading partners are required to agree to our Code of Conduct. It defines the principles of fair trade and working conditions. Since 2013, we have been a member of amfori, an association that campaigns for sustainable production conditions worldwide.



Our shops

Through targeted energy management measures, we have significantly reduced the electricity consumption of our shops. Since 2014, we have been using modern LED technology in almost every store in Europe.

Our headquarters

Since 2013 we have been using solar power at our headquarters in Dortmund and produce "clean" electricity for the distribution centre and offices. This saves us 600 tonnes of CO₂ every year.



Our distribution centres

To shorten the transport routes to our Europe-wide store network, we opened another distribution centre in Stargard, Poland, in 2023. We now supply the shops from three logistics centres, which reduces CO₂ emissions on transport routes. The warehouse is built to the latest standards and has been awarded 'BREEAM'-certification, which recognises our progress in the sustainable use of energy, water and waste.

Our team

Anyone who works at TEDI lives the colorful world of retail.



We are TEDI:
Over 36,000
team players
from more than
130 nations!

We attach great importance to social responsibility, promote talent, open doors to career changers and create an environment that emphasizes development, innovation and equal opportunities. Together we discover and develop individual potential to create good things – for yourself, for the team, for customers and for the company.

TEDI Beats

The heart of TEDI is international and pulsates at all levels in all our 15 countries. We employ over 36,000 people from more than 130 nations.

#WeAreTEDI

We live the #WeAreTEDI spirit! We are aware of what is important: experiencing identity, showing initiative, taking responsibility, listening, exemplifying respect and appreciation, showing understanding and empathy, supporting new colleagues, having fun at work together and celebrating successes as a team.

Want to join us?

We are constantly growing – which means that we are also looking for motivated employees in the future. Whether you're eager to contribute in sales or at our headquarters in departments such as: purchasing, IT, finance or people management. Further training opportunities are a matter of course for us.

Developing talent at TEDI

We offer seven apprenticeships, a trainee programme in purchasing and two dual study programmes.

Headquarters

Apprenticeship	Office management assistant (m/f/d)
	Management assistant in wholesale and foreign trade with integrated stay abroad (m/f/d)
	IT specialist for application development (m/f/d)
	IT specialist for system integration (m/f/d)
	Real estate agent (m/f/d)
Trainee	Trainee buyer (m/f/d)
	Dual study programme for software engineering (B.Sc.)
Dual study	Dual study programme in purchasing: Business Administration (B.A.)

Sales

Training	Graduate programme to become a certified commercial specialist (m/f/d)
	Apprenticeship as a retail salesperson (m/f/d)

Looking
for a new job?
Scan the QR code
and apply!



Our expansion

We see potential for 10,000 stores throughout Europe.

TEDi - full of ideas!

TEDi currently operates more than 3,500 stores in 15 countries.

Thanks to our large branch network, we are easily accessible in cities and rural regions. We will continue our expansion course. Our medium-term goal is 5,000 European stores.

Do you have a suitable location for us? Then get in touch at: expansion@tedi.com

Over 3,500 shops in 15 countries



What is important to us:



600 – 1,200 m² of retail space, plus approximately 50 m² of ancillary space. The minimum size varies depending on the location.



Retail parks, city centres, pedestrian zones, good city district locations, shopping centres, ground level with adjacent parking, high footfall and visibility are required.



More than 10,000 inhabitants in the core or more than 20,000 inhabitants within a 15-minute radius.

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**We want to open 5,000
stores in Europe by 2029.
Do you want a TEDi near
you? Then get in touch at
expansion@tedi.com**



Credits

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