

# HARTE HANKS WINS AWARD FOR OUTSTANDING PERFORMANCE



Harte Hanks Belgium was recently presented with Texas Instruments' Regional Supplier Recognition Award for our outstanding performance throughout 2017.

Texas Instruments has more than 11,000 suppliers, but recognize very few as exceptional, so it's a privilege that Harte Hanks is considered one of the elite. The fact that this is the second time in just four years that this award has been bestowed upon us makes the achievement even more remarkable.

Harte Hanks has had a relationship with Texas Instruments (TI) for over 35 years. And while our relationship began in the U.S., we've been supporting their marketing efforts across Europe, India, China and Japan for the past 18 years, providing a host of services, including **multichannel marketing solutions, end-to-end event management and trade show services, digital and offset printing, integrated fulfillment solutions, as well as creative and digital services.**

Over the years, our team in Belgium has become one of TI's most trusted partners, with TI management viewing them as an extension of their own marketing organization. "We have been able to consistently and successfully deliver on projects and win their confidence, so that when they are uncertain of the direction they should take, they call Harte Hanks," says Stuart Spencer, TI Account Manager at Harte Hanks.

"To achieve this award, TI recognized Harte Hanks' demonstration of the highest level of ethical behavior, as well as exceptional performance in the area of cost, environmental and social responsibility, technology, responsiveness, assurance of supply and quality... We look to Harte Hanks to help us serve our customers and achieve our priorities through outstanding quality, innovation, execution and performance."

**Rob Simpson**

Vice President, Worldwide Procurement and Logistics, Texas Instruments

"I want to congratulate the Harte Hanks team in Europe for winning the regional supplier recognition award for the second time. TI has worked with Harte Hanks in EMEA for many years and I have worked with them directly since 2011... Building relationships with suppliers is, in theory, easy. Spend time with your customer, understand their business problems and needs and then offer solutions to those needs. The HH team in Europe are excellent at doing this and that is what makes them a great supplier! They have built and maintained strong relationships across several areas of our business and are able to offer flexible and creative solutions. That's exactly what I need."

**David Prosser**

Director, EMEA Digital Marketing & Communications, Texas Instruments

