



**press 'n'** *relations*

**;** Gute Pressearbeit  
ist unser Anspruch.  
We want to support  
you with PR at its best.

## What we offer [Our Definition of Press Relations]

All media that are interesting for your potential customers should report frequently about your company, your products and your services. Our job is to ensure that. Not by advertorials or advertising, but with editorial articles and news.

## Who is Press'n'Relations? [The Team]

Press'n'Relations was founded in 2001 by Uwe Pagel. He started as a journalist at a big german broadcasting station called Süddeutscher Rundfunk, where he worked for five years for different radio and TV programs. From 1993 until 2000 he was Marketing Director of Wilken GmbH, an ERP-Software producer. Press'n'Relations II was founded in 2004 in Munich together with Ralf Dunker, who was before Editor in Chief of a special interest magazine for the utility business. Today Press'n'Relations has nine employees in Ulm and Munich, all with solid experience in journalism or enterprise communications.

## **FOCUS** [Business-to-Business]

- Information Technology / Industrial Applications
- Utilities
- Architecture, Construction and Building Services
- Engineering
- Health Care / Pharma
- Commercial Vehicles
- Voluntary Climate Protection
- Consultants and Non Profit Organisations
- ...

## References [See all active clients at [www.press-n-relations.de](http://www.press-n-relations.de) ]

- Schleupen AG (Software)
- Averatec (Notebooks)
- msystems/Sandisk (Flash Memory Technologies)
- Soreco (BPM, ERP)
- Wieland-Werke AG (Intermediate Metal Goods)
- GEA Happel Air-Conditioning Technology
- Nexans Deutschland Industries (Cables)
- MARVECS (Pharma-Services)
- MTU CFC Solutions (Fuel Cells)
- and about 50 other companies

## How we work [Principles]

- PR is a strategic instrument - we help to develop the right PR strategy
- We are responsible for fulfilling the PR strategy, not our client
- We do not wait until our client is calling or sending an order. We are gathering the needed input ourselves and therefore keep in touch with our clients. Therefore we need a „License to be a nuisance to our customers“
- PR needs continuity! That's why most of our customers are working with us for years

## How we work [Philosophy]

- No boredom! Topics have to be selected carefully and then transformed into interesting stories
- The „story“ matters! We know many journalists personally. But that is not enough. We have to provide them with content they need to make their media attractive
- No advertising! Our work is highly accepted by editors, because we have a journalistic style and thinking
- Reliable data! With PressFile we use a PR-software that supports us efficiently in all processes of our daily work - from working with press lists to distribution of press releases or to documentation

## How we work [Step by Step]

- Kick-off: fixing strategy and scheduling PR actions
- Frequent contact and reporting
- Your goals are our goals! We develop our own ideas and give them back as input to your company
- Markets are changing: Strategies and conditions for cooperation can be changed anytime according to the change of client's and market's needs
- We don't bind our customers with contracts, we want to bind them through success. So contracts can be terminated at any time if there is no success

## How we work [Portfolio]

- Strategy Development
- Press releases, case studies, special articles
- Building and holding personal contacts to the press
- Press conferences, press meetings, press contacts on trade shows/events
- Press tours
- Detecting relevant media and building up press lists
- Online-PR
- Press photography
- Newsletters/newspapers for customers or employees

## More Offers [Partner]

- PR all over Europe with Partners like Actual PR (Paris) or PRPR (London)
- Full-Service for all communication services (advertising, marketing, trade shows/events, promotion, multimedia & internet, voluntary climate protection) with PnR-partners like Projekt:Agentur, Dynomedia, ClimatePartner and Yource

## Contact

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