

“Thanks to the long-term cooperation with Hagen PR, we are able to reach our target audience and to position ourselves in the metalworking industry. We are looking forward to future PR projects with Hagen PR.

- Oliver Kaeser, Blaser Swisslube, Global Head of Communications

CLIENT

Blaser Swisslube

<http://www.blaser.com/>

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THE CLIENT

Blaser Swisslube is a globally active company in the metalworking fluid sector. The independent and family-owned Swiss enterprise was founded in 1936 and has since grown from a small business into a global player, employing over 600 people worldwide. With its own subsidiaries and representative offices as well as the long-term cooperation with distributors, Blaser Swisslube is close to its customers in about 60 countries. Blaser Swisslube develops, produces and sells high-quality cutting and grinding fluids. The know-how of 70 chemists, microbiologists and laboratory technicians as well as the focus on customer service transform the metalworking fluid into a “Liquid Tool”, enhancing the productivity and efficiency of the customers. The Blaser Swisslube customers use the metalworking fluids with great success to produce everything from the tiniest of components for the watchmaking industry or medicinal technology to gigantic structural elements in the aircraft industry.

More information on www.blaser.com

STRATEGIC GOALS

Hagen PR started to support Blaser Swisslube in early 2013. The strategic goals of the Blaser Swisslube communication department were:

- Internationalization of the company's communication by issuing press releases in all key markets around the globe; key markets include countries in Europe, Asia

as well as North and South America

- Developing a one-stop solution for global PR instead of involving all the branch offices
- Highlighting the expertise of Blaser Swisslube by showcasing its innovative power and know-how; underlining the “Liquid Tool” strategy
- Reaching out to decision makers of the global metalworking industry, updating them about new Blaser Swisslube products and developments, optimizing the Blaser Swisslube image and visibility in all target markets
- Building and maintaining a strong network with international media partners, journalists and publishers; implementing contact researches and media market analyses
- Developing and implementing a tailored PR and advertising strategy for the Chinese market
- Developing and implementing a crisis communication concept, including in-depth strategy workshops and interview trainings

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ACTIONS & RESULTS

The Hagen PR project team realized an initial research on relevant media contacts in all key markets around the globe. This database is the groundwork for all further communication activities.

CASE STUDY

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Blaser Swisslube

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In 2013, Hagen PR implemented the send-out of a press release about the new Blaser Swisslube Technology Center in ten languages. The project teams in Shanghai and Europe were responsible for following up with journalists, arranging interviews and optimizing PR results.

The press release was published in 15 countries, in more than 40 industrial print magazines and on more than 170 qualified websites. Results included articles in almost all major magazines of the metalworking industry. International print publications added up to an advertising value of 200'000 Swiss francs.

More than 170 online reports did not only ensure that the key messages of Blaser Swisslube reached the target audience, but also generated hundreds of links and had positive effects in terms of SEO.

Contacts with journalists and publishers in all key markets have been made or intensified, facilitating further press releases and articles.

Since 2013, Hagen PR regularly supports Blaser Swisslube with the conception and realization of technical articles and Case Studies. Hagen PR compiled extensive media market analyses in the US-American and Chinese markets. In 2014 and 2015, Hagen PR supported Blaser Swisslube with the development and the implementation of an extensive PR strategy and advertising concept in China.

Since 2014, Hagen PR supports the Swiss metalworking fluid expert in the planning and implementation of the Productivity Trophy in Switzerland and later in China. The Productivity Trophy is an annual industry and media event, during which Blaser Swisslube showcases examples of outstanding productivity success of its customers.

Starting in 2014, Hagen PR implemented a detailed crisis communication concept for the Blaser Swisslube management team. Camera and interview trainings with experienced TV journalists were conducted in 2014, followed in 2015 by a workshop and the preparation of an in-depth crisis communication concept. The concept identifies potential crisis situations, discusses responsibilities and communication chains in such an event and serves as guideline for the Blaser Swisslube

communication team.

In 2016, Hagen PR realized a global PR campaign highlighting the 80-year anniversary of Blaser Swisslube. A press release in 10 languages was sent to trade media in all key markets in Europe, Asia as well as North and South America. The Hagen PR project team followed up with journalists around the globe and ensured very positive PR results: 40 articles in renowned print publications in all key markets as well as almost 250 online reports highlighted the Blaser Swisslube anniversary.

Blaser Swisslube and Hagen PR continue to cooperate on international B2B PR to further optimize global PR results. ■

For more info, please contact:

news@hagenpr.com

Austria

Klostergasse 2 – Top 26
6850 Dornbirn
Tel/Fax +43 5572 408 300
Mobile +43 664 7348 3730

China

China Integrated
Fortune Times Tower
Room 602
1438 North Shaan Xi Road
Shanghai 200060
Tel +86 21 6266 0844
Mobile +86 138 1834 8244

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