



CASE STUDY

“The Hagen B2B PR services have exceeded our expectations in terms of the major PR goals set. We have significantly improved the promotion of our new products, innovations and strategic developments to our target audience and overall increased the LNS Group’s exposure.

- Gilbert Lile, LNS Group, CEO

CLIENT
LNS Group

<http://www.lns-group.com/>

Date of Release: March 22, 2017

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THE CLIENT

LNS was founded in 1973; the LNS Group was established in the year of 2000. Today, the company with headquarters in Orvin, Switzerland, is world market leader in machine tool peripherals. It has 800 employees and nine production facilities located in Switzerland, North America, the UK, Turkey, Italy, China, Taiwan and Japan. To this day, more than 128’000 bar feeders and 260’000 conveyors have been installed by LNS worldwide. The mission of the LNS Group is to develop, design and provide solutions, accessories and services automating manufacturing worldwide. In order to achieve this, the LNS Group strives to be the global leading provider of One-Stop-Shop solutions for the machine tool industry.

More information on www.LNS-group.com

STRATEGIC GOALS

When Hagen PR started to support the LNS Group with B2B PR services in 2009, the major goals were identified in a PR concept:

- Promoting new products and innovations and reaching out to the decision makers of the machine tool industry by issuing professional press releases to industrial media in the key markets Switzerland, Germany, France, Italy, United Kingdom, United States, China, Taiwan and Japan
- Strengthening the expert image of the LNS Group by stressing its innovative power and the focus on R&D
- Informing decision makers of the

international machine tool industry about LNS’ achievements, such as the acquisition of another company, the expansion into new markets and innovations

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ACTIONS & RESULTS

Hagen PR realized an initial research on relevant media contacts in the LNS Group’s key markets Switzerland, Germany, France, Italy, United Kingdom, United States, China, Taiwan and Japan. This database was the groundwork for all further communication activities.

After inputs of the research and development teams and product managers of the LNS Group, Hagen PR issues professional press releases on a regular basis. The main topics are bar feeder innovations, new high pressure coolant systems, chip conveyor novelties and the presence at big trade shows worldwide, but also major company developments such as the takeover of other companies (E.g. in Italy and Japan) and the global expansion of the LNS Group.

The press releases are issued in up to six languages, resulting in a broad range of international publications. While most releases target the European key markets, others are especially designed for Chinese or Japanese trade media.

All press releases resulted in very positive publication rates. All major B2B print and online media in the key markets of the LNS Group featured reports: In the USA (E.g. Production Machining, Filtration

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Public Relations in Europe and Asia

& Separation, American Machinist, Fabricating & Metalworking), Germany (Industrieanzeiger, Maschinenmarkt, Werkstatt & Betrieb, Drehteil & Drehmaschine, Maschine & Werkzeug, VDI-Z, mav, NC Fertigung, Produktion), Switzerland (SMM, MSM, La Revue Polytechnique, Technica, Technische Rundschau), France (Machines Production, Le Décolletage, Equip Prod), Great Britain (Machinery, MWP Advanced Manufacturing, CMM Magazine), Italy (Macchine Utensili, Costruire Stampi, Componenti Industriali, IEN International Engineering News Italia, MTM Machine Tool Market, Newsmec, Tecnica Nuobe) as well as in China (International Metalworking News for China) and Japan (Seisannzai Machine Tools, Business & Technology, Nikkei News).

Some of the releases also targeted the Swiss business media and daily newspapers, resulting in articles and interviews in well-known newspapers such as "Le Temps", "Bilan", "Journal du Jura", "Bieler Tagblatt" and many others.

The targeted PR work made sure to communicate the key messages of the LNS Group to the right audience: the decision makers of the international machine tool industry.

Each press release resulted in international publications of an advertising value between 40'000 and 70'000 Swiss francs. ■

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