

Our specialty:
the refrigeration, air-conditioning,
heating and renewable
energies industry.

Win your customers over with made-to-measure communication

Ten years of experience have given us in-depth knowledge of your target groups, the relevant trade magazines and exhibitions, and the specialised terminology of your trade. There'll be no need for time-consuming and expensive briefings to explain the ins and outs of your business to us. We already know the terrain.

From **"A"** for Advertisement
to **"T"** for Translation

Really efficient communication
must be coherent, breaking
through geographical and
linguistic barriers.

Whether it is an advertisement,
product documentation,
an article in a specialist
magazine or an exhibition
you must be immediately
recognisable to your customer.

Optimise your public relations
without increasing your costs:
we'll be at your side in every domain.



PRESS COMMUNICATION

A convincing market presence

Effective press communications entail a **continuous presence in the trade magazines** in your field – in Europe and throughout the world. Supply the market with factual, forceful news information about your company. This simultaneously strengthens the effect of your advertising campaigns.

- ▶ We can write all your texts for you – from **specialised articles through press communication right to the advertisement text**, and in every language you require.
- ▶ We handle the **publication of your texts** through our well-established contacts with journalists and chief editors in the trade press.
- ▶ We organise your national and international **press conferences**.



MEDIA PLANNING

An exceptionally strong negotiating position

For us, media planning entails the **selection of those magazines** which are best suited to you and your advertising campaigns.

- ▶ We will manage your **budget, negotiate** the best prices with the advertising departments and initiate the payment of your bills.
- ▶ Your employees **gain work time**, and you profit from the **strong negotiating position** of an international service provider.



DESIGN

Professional layout

Documents created as a result of a 'DIY' process seldom appear professional.

Yet it is precisely the first impression which is decisive - **the layout** influences the convincing power of the content.

- ▶ We work out **the content** of your communication jointly with you.
- ▶ We keep an eye on the **uniformity** of the **graphic line** of your documents.
- ▶ We design **advertisements, brochures, technical guidelines** and much more for you.



TRANSLATION

Excellent terminology

The foundation of a good translation is of course a flawless text, free of grammatical, stylistic or spelling mistakes. This alone is not enough, however. Specialist terminology must also be both correct and coordinated with your specific company vocabulary.

Be on the safe side with us:

- ▶ We offer **all European languages** as well as Russian, Arabic, Chinese etc.
- ▶ We work exclusively with native **speakers issuing** from the desired fields of expertise.
- ▶ All texts are proofread and checked for **uniform terminology**.
- ▶ Strict confidentiality is of the **highest priority**.
- ▶ Your orders are processed **quickly and reliably**.
- ▶ Before making your decision, you will receive a **no-obligation** quote.



EXHIBITIONS

A smooth process

An exhibition stand must be **original** and stand out from its surroundings. It must be **adapted to your company** in such a manner that you attain a **high recognition value**. Another decisive factor for optimal success is the **smooth organisation** throughout the exhibition.

We make sure that you will be able to **concentrate on important matters**. We will handle the organisational details for you:

- ▶ Stand conception and construction,
- ▶ Stand reservation, filling out exhibition forms, handling all organisational details,
- ▶ Hotel reservation,
- ▶ Hostesses,
- ▶ Catering,
- ▶ Customer events and much more.

We speak the same language
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