

Case Study

Affolter Group SA

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www.affoltergroup.ch

Thanks to its network, expertise and effectiveness, Hagen PR has enabled us to promote our products and innovations in all our markets and greatly increased our visibility to prospects and partners worldwide. Hagen PR has become our optimal partner for our PR projects.

Vincent Affolter, Affolter Group SA, Managing Director

The client

Tradition meets innovation: The Affolter Group SA is a family enterprise, led by the fourth generation, with more than 160 employees worldwide and a strong focus on microtechnology. The Affolter Group was founded in 1919 by Louis Affolter in Malleray, Switzerland. The highly specialized company is world technology leader in high-precision gear hobbing solutions, mainly for the watchmaking, high precision and automotive industries. The Affolter Group operates worldwide with a broad network of distributors. A China daughter company was founded in 2013.

For more information, please visit:

www.affoltergroup.ch

image in all markets by reaching out to decision makers of the global metalworking, watchmaking, high precision and automotive industries

- Supporting product launches with tailored PR campaigns; highlighting the technological expertise of the Affolter Group
- Building and maintaining a strong network with international media partners, journalists, and publishers; implementing researches and media market analyses
- Developing and implementing tailored PR campaigns to optimize the participation of Affolter at major trade shows worldwide

Strategic goals

Hagen PR started to support the Affolter Group in 2014. The strategic goals were:

- Globalization of the company's communication efforts by issuing product press releases in all international key markets, including major markets in Europe, Asia, and North America
- Ensuring continuous brand presence and the optimization of the company

Actions & Results

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

In 2014, Hagen PR implemented a global PR campaign about the introduction of the new AF110 gear hobbing center in eight languages. The project team in Asia and Europe was responsible for following up

with journalists, arranging interviews and optimizing PR results.

The press release was published in more than 30 high priority industrial magazines in all key markets as well as on 90 trade websites. International print publications added up to an advertising value of 77'000 Swiss francs. The Affolter sales team experienced an immediate increase of interest and inquiries about the new product. Contacts with journalists and publishers in all key markets were made or intensified, facilitating further press releases and articles.

In 2016, a global PR campaign about the innovative Worm Screw Power Skiving (WSPS) technology was realized. A B2B press release was sent to industrial media in all key markets, in eight languages. Results were very positive: International print publications added up to an advertising value of 85.000 Swiss francs, the release was published on more than 150 industry websites. High priority media from all target markets published in-depth technical articles or interviews with the Affolter management.

In 2019, Hagen PR supported the Affolter Group with a highly successful PR

campaign about the 100-year anniversary of the company in the key markets China, Korea, Switzerland, Germany, and the USA.

In 2021 and 2022, global PR campaigns about the launch of the gear hobbing machine AF160 were realized. Print and online media in all key markets worldwide reported broadly about the innovative product.

Global campaigns in 2023 and 2024 highlighted technological aspects and innovative features of the AF160, resulting in continuous positive visibility in all target markets.

Besides the international product press releases, Hagen PR supports the Affolter Group with tailored communication campaigns to boost trade show appearances in Korea, China, USA, and other countries.

The Affolter Group and Hagen PR plan to continue and intensify the cooperation to optimize the company's visibility and brand image in the long run in all the global target markets.

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