

Case Study

Blaser Swissslube AG

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www.blaser.com

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 Swissslube AG, Global Head of Communications

The client

Blaser Swissslube 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 Swissslube is close to its customers in about 60 countries. Blaser Swissslube 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 Swissslube 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.

For more information, please visit:

www.blaser.com

Strategic goals

Hagen PR started to support Blaser Swissslube in early 2013. The strategic goals of the Blaser Swissslube 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 Swissslube 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 Swissslube products and developments, optimizing the Blaser Swissslube 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

Actions & results

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

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 also in the international markets China, Japan, India, and Germany. The Productivity Trophy is an annual industry and media event, during which Blaser Swisslube showcases examples of outstanding productivity, efficiency, and sustainability 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.

In 2022, another global campaign focused on the Blaser Tech Center – with resounding success.

Hagen PR supports Blaser Swisslube with regular international PR campaigns, Press Releases in various markets, and texts for success stories, brochures, or the website. Blaser Swisslube and Hagen PR continue to cooperate on international B2B PR to further optimize global PR results.

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