



**protect**

*“ Following confirmation from China that Polygiene™, our new amino moulding compound, was able to combat the transmission of the SARS-coronavirus, our key customers wanted us to demonstrate a level of market awareness before committing to production volumes ”*

Christian von Ulthmann, Business Unit Manger

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**Perstorp Compounds**

## **The Challenge**

Perstorp Compounds, a business unit of Perstorp AB of Sweden, had successfully completed the development and testing of Polygiene™, a new amino moulding compound with the proven ability to kill the SARS-coronavirus on-contact. The global introduction was targeted toward China which had suffered most from the virus the previous year; the window for developing and implementing the launch strategy was limited to less than two months so as to coincide with the springtime awareness of and concern for infectious diseases amongst the public at large. It was also essential that Perstorp present Polygiene as a true value-added product and not only achieve but maintain a premium price in what is largely a commodity market serviced by generic products.

## **The Solution**

EMG participated in Perstorp's initial marketing strategy discussion and helped the business reach decisions on the importance of branding, positioning and differentiation. Priority was also given to a global roll-out of the product that was to be initiated in China.

EMG developed an extensive public relations and marketing communications plan to support the introduction of Polygiene. The starting point was the development of a strong image that could not only be used to communicate the added value of Polygiene to Perstorp's direct customers, but also represented an image that would be adopted by these manufacturers to differentiate and add value to their own products in the marketplace. The brand needed to convey the "Safe to Touch™" image of products manufactured from Polygiene and this was achieved through an internationally co-ordinated design and approvals process. Central to the launch strategy was a media relations programme based on a major press conference in Beijing and a satellite event in Shanghai as well as distribution of press kits in Hong Kong. Invitations were extended to national press, TV broadcasters

and trade media in both locations. Key customers of Perstorp were also invited to attend the event. All release materials were initially written in English to facilitate approvals, then translated and subjected to additional approvals in China.

Government relations played also an important role in ensuring that key ministries were informed of Perstorp's plans to introduce Polygiene prior to the press announcements and to obtaining support and reinforcement during the event itself.

EMG designed and developed a full range of collateral materials including ID manuals, sales brochures, folders, promotional items and display panels in both Chinese and English. EMG also worked closely with Perstorp's own IT organization to develop content and design templates for the English and Chinese versions of the Polygiene website.

## **The Result**

The Polygiene branding and launch programme galvanized the interest and commitment of a number of key customers and potential alliances toward developing product utilizing Polygiene and promoting the Polygiene ingredient branding in association with their own products.

Over 80 individual editors attended the two press conferences and the media coverage has been extensive throughout the Chinese national and trade media. Perstorp's CEO was engaged in a series of press and TV interviews prior to the Beijing press conference, resulting in both local and international coverage. The international coverage generated significant interest in Sweden, positively impacting the corporate image of Perstorp.

EMG has worked with Perstorp to roll-out the introduction of Polygiene through a North American and European media campaign and to develop German, Spanish and Italian collateral and websites.

The Polygiene media coverage has also helped Perstorp explore potential alliances that will ultimately expand the product solutions available and broaden the usage of the Polygiene branding.



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