



CLIENT SUCCESS STORIES



Earned Exposure that Drives Your B2B Sales



At Alfa Laval we have been working with INS for a number of years. We frequently launch press releases and product news in 12-15 languages to target audiences across hygienic industries and applications.

We used to do the distribution ourselves, but after teaming up with INS, the results have improved substantially. Each campaign is virtually effortless for us. INS' tailored trade media selection and extensive contacts network ensure our messages are impacting the right readers time after time.”

SØREN KRAGH

Marketing Project Manager (Business Unit Hygienic Fluid Handling)

Alfa Laval AB



COLLABORATION OVERVIEW

INS Trade Media Service has collaborated with Alfa Laval for over 20 years. Our most recent campaigns generate earned coverage for the company's portfolio of hygienic fluid handling products and services, focused on food and beverage manufacturing, water treatment and supply, and process engineering applications. Each campaign is 100 % tailor made depending on the specific target audiences.

Core specialist targeted media groups:

Manufacturing, fluid handling, process engineering, facility and plant operation, digital sensors, connectivity, IoT and automation, pumps, valves, hygienic production of food, beverages, chemicals, pharmaceuticals, personal care products, mechanical engineering, installation, repair, and maintenance of machinery, supply chain and production processes, water supply and treatment.

Additional target media groups:

General technology, industry and business news.

Markets and languages:



Key outcomes and successes:

- INS has enabled Alfa Laval to achieve highly efficient and scalable global outreach to diverse markets, in multiple languages with our focused media relations services.
- Over 1600 proven published articles have been recorded in the last 5 years.
- Increased average number of proven published articles per campaign from around 36 to 120 in a five-year period.
- Average increase of 10% in outreach mail open rates, which now exceed 30% due to well-developed editorial relationships and increased consistent media awareness.
- Average potential readership of around 5 million per campaign, and average ROI of 5 000% compared to equivalent cost of advertising placement.
- Significant increase in publication count in difficult to reach markets and languages, including Polish, Czech and Chinese.

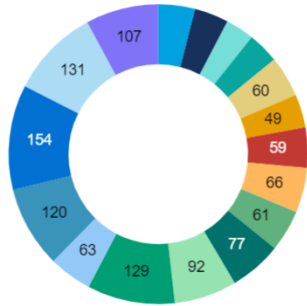
Highlights of global publishing media titles include:

Fluid Handling PRO, Impeller, Process Industry Match, Food Industry Executive, Global Valve Network, Manufacturing Journal, Process Worldwide, Intelligent Manufacturing News, Pharmatech, Process and Control Today, Altomtechnik, Glowny Mechanik.

KEY OUTCOMES IN NUMBERS (PREVIOUS 4 YEARS)

1360

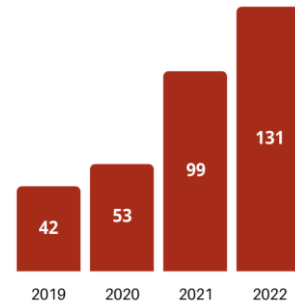
Total proven published articles globally



19 Global campaigns over a 4-year period

70

Average media mentions per campaign



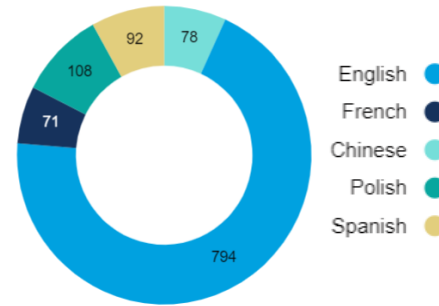
Increased average visibility per campaign year-on year

82.5

Million potential global readers

375

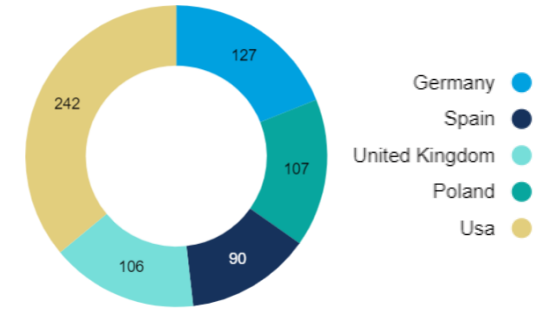
Different media titles providing coverage



Top 5 most frequently published languages

45

Countries providing publicity



Top 5 publishing countries

21

Languages achieving articles

NEW ALFA LAVAL CM CONNECT LEVERAGES DIGITALIZATION TO OPTIMIZE HYGIENIC PROCESSING

The new Alfa Laval CM Connect marks the next step in the digitalization journey to drive innovation and growth for customers in the hygienic processing industries. As part of the company's commitment to pioneering digital transformation, with CM Connect, Alfa Laval explores and develops Industry 4.0 solutions to advance competitive advantage for customers.

Languages published:



Number of proven publications:

154

Estimated minimum readership:

6 280 000+

ROI compared to advertising purchase:

7 600%

[Read more >](#)



NEW ALFA LAVAL THINKTOP PULSE SEAT CLEAN FOR DRAIN VALVES SAVES UP TO 95% IN CIP LIQUID

Drain valves comprise up to 20% of all valves in a typical processing plant. But cleaning them is costly, difficult and time-consuming due to long cleaning cycles and the risk of pressure shocks. The new Alfa Laval ThinkTop pulse seat clean addresses all these issues, quickly and effectively making drain valves spotless while delivering savings of up to 95% in Cleaning-in-Place (CIP) liquid.

Languages published:



Number of proven publications:

131

Estimated minimum readership:

4 800 000+

ROI compared to advertising purchase:

4 450%

[Read more >](#)



NO MORE COMPROMISES WITH THE NEW ALFA LAVAL DURACIRC CIRCUMFERENTIAL PISTON PUMP

Performance, hygiene and simpler service are essential to hygienic processes. The new Alfa Laval DuraCirc® circumferential piston pump delivers robust design, high efficiency, and reliable operation; hygienic assurance with EHEDG as well as 3-A certification as standard, and ease of maintenance.

Languages published:



Number of proven publications:

115

Estimated minimum readership:

8 900 000+

ROI compared to advertising purchase:

5 650%

[Read more >](#)





INTERESTED?
SEE HOW MUCH MORE EXPOSURE WE CAN GIVE YOUR BUSINESS

Arrange a complimentary campaign consultation:

ben.idstrom@ins.fi
Ben Idström, Managing Director

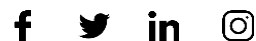
INS Finland

Iso Roobertinkatu 20-22
FI - 00120 Helsinki
Tel.: +358 (0)9 612 0990
services@ins.fi

ins.fi

ins-news.com

CONNECT WITH US, CLICK TO SEE MORE:



INS Sweden

Rådmanngatan 52
SE - 113 57 Stockholm
Tel.: +46 (0)70 825 6149
info@ins.se