

## **Press Release**

Cologne, 12.01.2015

---

### **Petershagen Kommunikation develops brand relaunch for EEW Energy from Waste**

EEW Energy from Waste, Germany's leading company for the production of environmentally friendly energy from thermal waste utilisation, has launched a new market identity for its umbrella brand. Petershagen Kommunikation, a corporate consultancy partnership for identity-based marketing with headquarters in Cologne, Germany developed an identity-based and integrated communication strategy for the company's internal and external marketing. According to the claim of "Taking the lead", various internal and external marketing measures were created that have been successively implemented since the beginning of the year. "We're the market leaders in our sector. The task was to make more tangible the expertise of the corporate group, and at the same time to take a stand with concise statements aimed at our complete range of target groups. The 'Taking the lead' concept impressed us right from the start, and rapid and consistent implementation in the market was carried out thanks to the integrated communication management of Jens Petershagen," stated Bernard M. Kemper, Chief Executive Officer of EEW Energy from Waste GmbH about the new market identity.

#### **Employees become brand messengers**

The EEW Group currently has over 19 locations in Germany and adjacent countries, and around 1,300 people work for the company. EEW manages state-of-the-art waste incineration systems at these locations, producing environmentally friendly power, district heating and process steam for industrial parks. According to the claim of "Taking the lead" that sharpens the positioning of a creative, guiding concept in a communicative way, employees have been transformed into brand messengers with their personal statement about the company. "The internal campaign authentically presents the employees as a central component in the company for achieving the corporate aims," said Jens Petershagen. "Taking the

## **Press Release**

Cologne, 12.01.2015

---

lead" thus becomes a matter of course and part of the job for each EEW employee, tangible in everyday work. The new market identity was internally introduced to the company on the occasion of an executive management seminar.

### **Creating awareness and "Taking the lead"**

The new marketing identity for EEW has been implemented both internally and externally via a wide range of marketing measures. These include a new website, several print initiatives, intranet, internal campaign and the EEW employee magazine that was given the name of "news", derived directly from the brand. "Analyses have shown that awareness for the core performance of the company – environmentally-caring energy from waste – was actually quite low. With "Taking the lead", we developed an approach that emphasises the performance capability and expertise of EEW, the leading company in its sector," explained Jens Petershagen about the new company identity.

### **Integrated communication management**

The brand relaunch for EEW was carried out both internally and externally in just a few months. The basis for this, in addition to the identity-based marketing strategy, was the interim management from Jens Petershagen who provisionally headed the marketing and communication division of EEW from Autumn 2014 until spring 2015.

The new EEW marketing identity was developed and realised by Petershagen Kommunikation (strategy: Jens Petershagen, consultation: Christin Kaiser) in cooperation with Dagmar König (creative direction / text) and Stefanie Reeb (creative direction / design).

## Press Release

Cologne, 12.01.2015

---

### *About Petershagen Kommunikation*

*Petershagen Kommunikation is a corporate consulting partnership for identity-based communication headquartered in Cologne, Germany. Based on an integral consulting approach, Petershagen Kommunikation develops identity-based strategies and authentic communication activities for all stakeholders. Petershagen Kommunikation is mainly commissioned in situations where targeted communication is a critical success factor. This comprises implementing new corporate strategies, internal and external realisation of strategy-based market campaigns, generational transitions within family-owned companies, acquisitions, mergers or phases of restructuring. Founded in 2008, Petershagen Kommunikation is active for customers from highly diverse sectors such as industry, energy, waste disposal, re-cycling, the food industry, traffic, commerce, insurance, the hotel industry as well as law offices and consultation companies. Further information at [www.petershagen-kommunikation.de](http://www.petershagen-kommunikation.de)*

### **Contact**

Petershagen Kommunikation GmbH  
Ehrenstraße 41  
D - 50672 Cologne, Germany  
Tel.: +49 (0) 221 42 07 95 - 00  
Fax: +49 (0) 221 42 07 95 - 29  
[info@petershagen-kommunikation.de](mailto:info@petershagen-kommunikation.de)