

Press release

Cologne, 22/01/2015

Petershagen Kommunikation develops presence for the Green Dot recyclate brand

The German company for recycling and raw materials, Deutsche Gesellschaft für Kreislaufwirtschaft und Rohstoffe mbH (DKR), a company of DSD – Duales System Holding GmbH & Co. KG and manufacturer of resource-preserving plastics recyclates, has launched a new presence for its new brand Systalen®. Conceptualisation and creation of the presence were carried out by Petershagen Kommunikation, marketing consultation partnership for identity-based communication headquartered in Cologne, Germany.

Systalen® is completing the brand portfolio of the Green Dot

DSD (Duales System Holding GmbH & Co. KG) bundles the activities of the Green Dot for a sustainable economy that retains recyclable materials in closed loops. Raw materials should not be wasted, climate and environment burdened as little as possible. In addition to the "Green Dot" brand as market leader of the dual systems in Germany, it was important to establish another brand within the DSD Group in the B2B segment that is representative of recycled plastics granulates, ground materials, and agglomerates of the best quality: Systalen®.

The product speaks.

"A small particle that effects great things", "The brand of unlimited options", or "Quality made by high-tech" are the headlines that provide evidence of the brand expertise and power of innovation of Systalen®. All motives are illustrated by visuals that are composed of the plastics recyclate itself. "The resource and cost-saving product for manufacturing modern plastics applications, Systalen, features the whole expertise and the quality of the Green Dot. In order to successfully establish the brand on the market, we developed a market presence including an accompanying communications strategy that pays homage to it and creates synergies", explained Jens Petershagen, managing partner of Petershagen

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Kommunikation. At the centre of the communications is the product itself: Systalen is an absolute multi-talent and capable of anything – even advertising for itself. Because Systalen is not just a recyclate, but rather all that which customers are craving for – custom tailored. Systalen is capable of virtually anything and can therefore become anything - writing, product, image, graphics, symbol. All in all, a unique presence was created that makes a point. A green one. "We are investing a whole lot into this area of business which, in addition to strong growth rates, also features rapid technical progress", said Stefan Schreiter, CEO of Duales System Holding, in a corresponding company press release. "Systalen products have a great potential that we are targetedly promoting with the new brand presence."

Authenticity and credibility are a central requirement of the presence

The new market presence of Systalen® was developed based on an identity-based integrated communications strategy that makes it clear that the Green Dot, as the guiding intellectual force of the modern recycling industry needs a brand counterpart that, also in terms of communications, is closing the recyclable materials cycle. "That is the central brand message which we have equipped with a communications approach that places the product itself squarely in the middle. Authenticity and credibility for all target groups critical to success were the central requirement", said Jens Petershagen.

The new brand presence of Systalen® was realised by Petershagen Kommunikation (strategy: Jens Petershagen, consulting: Christin Kaiser) in cooperation with Maria Klein (conceptualisation & design) and Natalie Opatz (conceptualisation & text). The realisation of the web presence was carried out by Thielker & Team, Koblenz.

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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

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