



Press Release

ebm-papst: prize-winning communication

2017's best industrial customer magazine comes from ebm-papst

The "Best of Content Marketing" (BCM) awards were presented in Berlin on June 29, 2017. The "mag" customer magazine from ebm-papst won gold in the category for B2B magazines in the industrial/energy sector.

In collaboration with users, ebm-papst develops customized solutions for many sectors, including ventilation, air conditioning, refrigeration, household appliances, heating, automobiles, drive engineering and industry. Its customer magazine "mag" reflects the world market leader's enormous range and versatility. The editorial team places particular emphasis on articles with diversified narrative and design to communicate the diversity of the applications. Unusual and creative solutions are also presented in the magazine.

Passion and customer focus

Katrin Lindner, project manager for the customer magazine at ebm-papst, said "That was a great surprise when our magazine was announced as the winner. The whole team puts a lot of effort and passion into each issue. We try to make the magazine as varied and interesting as possible, and now we've been rewarded for that with the gold award." Thomas Borst, Managing Director Sales and Marketing of the ebm-papst Group, added "We're pleased that in addition to our award-winning products, we've also received an award for our customer magazine. Successes like this strengthen our brand and our ties to our customers. Customer focus is our daily bread at ebm-papst."

About "mag"

"mag" is ebm-papst's customer magazine and has been published twice yearly in print and online editions in German and English since 2008. The magazine's content and layout were revised in 2016 for greater visual appeal and a more generous layout. Its primary audience includes decision-makers and engineers at customers and potential customers, the trade, business and regional press, and employees and other interested parties. The magazine is developed in cooperation with the Stuttgart-based agency pr+co. Its online edition, mag.ebmpapst.com, was also nominated for the BCM.

About the BCM

For the BCM contest in 2017, a total of 736 corporate media, media systems, campaigns and individual articles were submitted in various media formats, from traditional customer magazines to corporate videos and social media projects. The largest European award for content marketing is organized by the Content Marketing Forum (CMF), whose members include publishers and agencies that develop and implement groundbreaking content strategies for their customers, producing effective content for all forms of media, including print, video, mobile and online.

Katrin Lindner
Trade press coordinator
Phone: +49 7938 81-7006
Fax: +49 7938 81-97006
Katrin.Lindner@de.ebmpapst.com

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Press office contact
ebm-papst Group

Phone: +49-7938-81-7105
presse@de.ebmpapst.com
twitter.com/ebmpapst_NEWS
facebook.com/ebmpapstFANS
youtube.com/ebmpapstDE
www.ebmpapst.com
www.greentech.info/ec-technologie



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presse@de.ebmpapst.com
twitter.com/ebmpapst_NEWS
facebook.com/ebmpapstFANS
youtube.com/ebmpapstDE
www.ebmpapst.com
www.greentech.info/ec-technologie



Fig. 1: The award-winning issue of ebm-papst's customer magazine.



Fig. 2: Steffen Beck (pr+co), Katrin Lindner (ebm-papst) and Julian Stutz (pr+co) accepted the prize for the customer magazine on behalf of the editorial team.



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Trade press coordinator
Phone: +49 7938 81-7006
Fax: +49 7938 81-97006
Katrin.Lindner@de.ebmpapst.com

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Phone: +49-7938-81-7105
presse@de.ebmpapst.com
twitter.com/ebmpapst_NEWS
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www.ebmpapst.com
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About ebm-papst

The ebm-papst Group is the world's leading manufacturer of fans and motors. Since it was founded, the technology company has continuously set global industry standards: from the digital interconnection of electronically controlled EC fans to aerodynamic improvements for fan blades to the use of eco-friendly materials.

In fiscal year 2016/17, the company achieved sales of almost €1.9 billion. ebm-papst employs over 14,000 people at 26 production sites (e.g. in Germany, China and the US) and in 49 sales offices worldwide. Fans and motors from the world market leader are used in many industries, including ventilation, air conditioning and refrigeration, household appliances, heating, automotive and drive engineering.

About pr+co

pr+co is an agency specializing in the development, production and marketing of editorial content for the B2B sector. Its communications experts implement customer and employee magazines, blogs, corporate reports, newsletters and the like for industrial customers. pr+co has been owner-managed and independent since 1999 and has offices in Stuttgart and Munich. www.prco.de