

Engineering a more global image

Nowhere does the notion of the “global village” ring more true than in the world of international business. Dairy people in Denmark are interested in the same processing equipment as dairymen in Wisconsin. Chemical engineers in Germany invest in the same processing technologies as they do in Japan. Ties are often closer between business groups internationally than to those in the nearby literal village.

And that’s why it has become increasingly difficult to espouse, much less pay for, a decentralized marketing strategy when you’re targeting professionals. B2B target groups are international, as are B2B media and B2B decision-making.

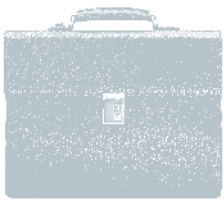
GEA Niro, the world’s largest producer of industrial drying equipment for the process industries, began engineering a more global image years ago. Like most B2B companies it was present in more than 50 individual markets. The cost of catering to national idiosyncrasies was too high.

As a member of the GEA Group, GEA Niro was tasked with leading the way for the group’s entire Process Engineering Division, comprised of more than 40 companies with 4,000 employees. The challenge was to combine cross-market appeal with cross-border efficiency. And of course the agency chosen for the assignment was Cross-Border Communications.

Engineers love the process

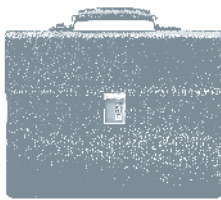
As process engineers themselves GEA Niro could easily relate to the methodology CBC employs to systematize the marketing communications process.

Industrial sales characteristically proceed in four phases: an opening, an analysis of needs, a show of competence and a closing.



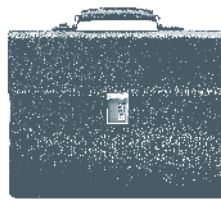
OPEN

>



ANALYZE

>>



SHOW COMPETENCE

>>>



CLOSE

><

On the buyer's side there are at least four influentials. They're commonly known as the coach, the economic buyer, the specifier and the user. And each role carries a unique set of interests.



COACH



ECONOMIC BUYER



SPECIFIER



USER

Where you're at in the process and whom you're talking to determines what you want to say and how you want to say it.

Target groups—the who—were singled out, as were services that appealed across segments, sectors and applications. The stage of the sales process—the where you're at—was pinpointed and messages formulated accordingly.

The result? A systematic marketing communications program that supported GEA Niro's three chief marketing priorities: sales, sales, sales.

3 industry sectors, 35 business segments, 10 product ranges, and hundreds of target groups

Add to that the number of international locations you're in and the communications possibilities seem endless. But, of course, that's what you don't want. By cutting across organizational lines, Cross-Border Communications helped GEA Niro erect a comprehensive communications platform cost effectively. The following pages highlight the platform's different sides in the chemical, pharmaceutical and food industries.



SECTORS

Pharma
Chemical
Food & Dairy



SEGMENTS

Milk Products
Infant Formula/Baby Food
Coffee
Whey Products
Carbohydrates
Coffee Whitener
Cappuccino Powder
Tomatoes Fruit and Vegetables
Proteins
Cheese Powder
Coconut Milk Powder
Egg Products
Enzymes
Flavour Products
Gelatine
Health & Herbal
Herbs Roots and Extracts
Slaughterhouse by-products incl. blood
Soy Milk Soy Protein Isolate & Soy
Protein Concentrate
Vitamins
Agrochemicals
Air Pollution Control
Ceramics
Detergents
Dyestuff & Pigments
Hardmetals
Inorganic Chemicals
Organic Chemicals
Polymers
Wastewater
API
Sterile Excipients
Biotech
Final Drug Production



PRODUCT RANGES

Spray Drying
Spray Drying
Absorption
Fluid Bed Drying
Flash Drying
Filtermat Drying
Freeze Drying
Agglomeration
Extraction



HUNDREDS OF TARGET GROUPS



Even in business, you gotta have chemistry

Although highly specialized, spray-drying equipment is used by a wide range of chemical industries. GEA Niro supplies drying plants to industries manufacturing organic and inorganic chemicals, ceramics, detergents, dyestuffs, hard metals, pigments and polymers. Through a series of ads in international trade publications, the company spoke directly to the relevant segments highlighting GEA Niro's responsiveness to their customers and understanding of their problems.



GEA

We know what makes OUTSTANDING POLYMERS

No one knows more about drying polymers and resins than GEA Niro. Which is why we count most of the leading producers worldwide among our customers. Our expertise extends from engineering powder properties to designing and supplying efficient drying solutions. We can help you determine the optimum drying solution - designed to match your exact product and plant specifications.

Our full range of drying systems includes spray, fluid and fluid-bed drying systems. Our experience encompasses some of the world's largest projects within the petrochemical industry as well as small units for very specialized applications.

GEA Niro will help you address the industry's toughest safety and environmental compliance challenges. Our state-of-the-art equipment is designed to increase manufacturing availability and reduce downtime. And we can help you minimize production costs through efficient energy utilization. For more information about how GEA Niro can help you produce outstanding polymers, visit www.geaniro.com

Process Engineering
GEA Niro
Taastrupvej 205, 4100 Sørø, DK-4180 Sorø, Denmark
Tel: +45 70 54 54 54 Fax: +45 70 54 54 55
E-mail: chemical@geaniro.com Website: www.geaniro.com

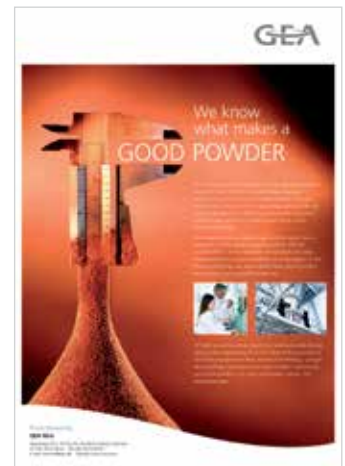


GEA

We know what makes a GOOD PARTNERSHIP

GEA Niro is a leading supplier of spray-drying equipment to the chemical industry. Our expertise extends from engineering powder properties to designing and supplying efficient drying solutions. We can help you determine the optimum drying solution - designed to match your exact product and plant specifications.

Process Engineering
GEA Niro
Taastrupvej 205, 4100 Sørø, DK-4180 Sorø, Denmark
Tel: +45 70 54 54 54 Fax: +45 70 54 54 55
E-mail: chemical@geaniro.com Website: www.geaniro.com




GEA

We know what makes a GOOD POWDER

GEA Niro is a leading supplier of spray-drying equipment to the chemical industry. Our expertise extends from engineering powder properties to designing and supplying efficient drying solutions. We can help you determine the optimum drying solution - designed to match your exact product and plant specifications.

Process Engineering
GEA Niro
Taastrupvej 205, 4100 Sørø, DK-4180 Sorø, Denmark
Tel: +45 70 54 54 54 Fax: +45 70 54 54 55
E-mail: chemical@geaniro.com Website: www.geaniro.com



GEA

We know what makes FINE CHEMICALS

GEA Niro is a leading supplier of spray-drying equipment to the chemical industry. Our expertise extends from engineering powder properties to designing and supplying efficient drying solutions. We can help you determine the optimum drying solution - designed to match your exact product and plant specifications.

Process Engineering
GEA Niro
Taastrupvej 205, 4100 Sørø, DK-4180 Sorø, Denmark
Tel: +45 70 54 54 54 Fax: +45 70 54 54 55
E-mail: chemical@geaniro.com Website: www.geaniro.com



GEA

We know what makes STRONG PIGMENTS

GEA Niro is a leading supplier of spray-drying equipment to the chemical industry. Our expertise extends from engineering powder properties to designing and supplying efficient drying solutions. We can help you determine the optimum drying solution - designed to match your exact product and plant specifications.

Process Engineering
GEA Niro
Taastrupvej 205, 4100 Sørø, DK-4180 Sorø, Denmark
Tel: +45 70 54 54 54 Fax: +45 70 54 54 55
E-mail: chemical@geaniro.com Website: www.geaniro.com



GEA

We know what makes BRIGHT AGROCHEMICALS

GEA Niro is a leading supplier of spray-drying equipment to the chemical industry. Our expertise extends from engineering powder properties to designing and supplying efficient drying solutions. We can help you determine the optimum drying solution - designed to match your exact product and plant specifications.

Process Engineering
GEA Niro
Taastrupvej 205, 4100 Sørø, DK-4180 Sorø, Denmark
Tel: +45 70 54 54 54 Fax: +45 70 54 54 55
E-mail: chemical@geaniro.com Website: www.geaniro.com



GEA

We know what makes HARD METALS

GEA Niro is a leading supplier of spray-drying equipment to the chemical industry. Our expertise extends from engineering powder properties to designing and supplying efficient drying solutions. We can help you determine the optimum drying solution - designed to match your exact product and plant specifications.

Process Engineering
GEA Niro
Taastrupvej 205, 4100 Sørø, DK-4180 Sorø, Denmark
Tel: +45 70 54 54 54 Fax: +45 70 54 54 55
E-mail: chemical@geaniro.com Website: www.geaniro.com

Internationally proven technology

GEA's technology is proven in over 100 countries, with a long history of successful applications. The technology is proven in over 100 countries, with a long history of successful applications.

ROAD AND RIVER

GEA's technology is proven in over 100 countries, with a long history of successful applications. The technology is proven in over 100 countries, with a long history of successful applications.

Locally based partner

GEA's technology is proven in over 100 countries, with a long history of successful applications. The technology is proven in over 100 countries, with a long history of successful applications.

Spray Drying Absorption

World-class flue gas cleaning technology at your doorstep.

GEA Niro

Unlike many GEA Niro solutions, flue gas cleaning for power plants and waste incinerators isn't sold directly to end users, but through or together with partners—main contractors who have already established solid relationships with plant and incinerator operators.

Fifty potential global and local partners were identified and addressed in promotions highlighting the strength of joining forces with GEA Niro. Brochure materials targeting end-users were created to both explain the benefits of the product and separately the business approach. The response rate proved an excellent return on investment.

A simple, precise process

GEA's technology is proven in over 100 countries, with a long history of successful applications. The technology is proven in over 100 countries, with a long history of successful applications.

GEA Niro

SDA: clean, compact, convenient

GEA's technology is proven in over 100 countries, with a long history of successful applications. The technology is proven in over 100 countries, with a long history of successful applications.

GEA Niro

Spray Drying Absorption

The economic solution for Flue Gas Desulphurisation

GEA Niro

Spray Drying Absorption

The easy way to clean the flue gas from waste incinerators

GEA Niro

Business cards, a capabilities brochure and a catalog detailing all applications and technologies provide useful information and help cement brand recognition.

Drying and Particle Formation Technologies

Made for the World's Chemical Industry

GEA Niro

Drying and Particle Formation Solutions for the World's Food Industry

GEA Niro

Quality powders for competitive products

GEA's technology is proven in over 100 countries, with a long history of successful applications. The technology is proven in over 100 countries, with a long history of successful applications.

GEA Niro

When “get better soon” has added meaning

Spray drying can significantly cut down on the time it takes to develop a new drug and get it approved. If you're selling the means to achieve it, then that's a fact you really want to make some noise about.

But you have to make sure the right people are listening—in this case the R&D staff of pharmaceutical companies—not just technical management, the customary target group. They're the ones who specify the production method and need to know about your technology early on.

Research was done to identify the R&D centers of major drug makers. This important segment was then addressed through a series of attention-grabbing ads, an informative folder and direct mail introducing spray drying and its benefits, and Google ads aimed at driving people to GEA Niro's website.







SLOW-RELEASE ANTIBIOTICS HEAL MARIA'S INFECTION AND SOCIAL LIFE

Like many youngsters, Maria is not a fan of prescription medicine. She'd rather be out playing with her friends. With a slow release antibiotic she can do just that. By reducing dosage to once a day, Maria can treat her ear infection without compromising her "social calendar".

Encapsulating drugs for controlled release is made far easier with spray drying. Thanks to the exceptional particle control achievable in spray drying, it's possible to fashion specific sustained release patterns and properties.

Encapsulation is just one area where spray drying can help. The technology also offers formulation advantages in bioavailability, inhaled treatments, aseptic production and granulation. By removing many common obstacles to drug formulation, spray drying can pave the way – or at least shorten the path – to commercialising discovery.

With R&D expenditure at a record high and productivity declining, spray drying offers a fast track to line extensions and drug development.

For more on spray drying see www.niro.com




Process Engineering
GEA Niro
Gjellerupvej 305, PO Box 45, DK-2980 Søborg, Denmark
Tel +45 39 54 54 54 Fax +45 39 54 58 00
E-mail pharma@niro.dk Website www.niro.com/commercialising





SLOW-RELEASE ANTIBIOTICS HEAL MARIA'S INFECTION AND SOCIAL LIFE

Like many youngsters, Maria is not a fan of prescription medicine. She'd rather be out playing with her friends. With a slow release antibiotic she can do just that. By reducing dosage to once a day, Maria can treat her ear infection without compromising her "social calendar".

Encapsulating drugs for controlled release is made far easier with spray drying. Thanks to the exceptional particle control achievable in spray drying, it's possible to fashion specific sustained release patterns and properties.

Encapsulation is just one area where spray drying can help. The technology also offers formulation advantages in bioavailability, inhaled treatments, aseptic production and granulation. By removing many common obstacles to drug formulation, spray drying can pave the way – or at least shorten the path – to commercialising discovery.

With R&D expenditure at a record high and productivity declining, spray drying offers a fast track to line extensions and drug development.

For more on spray drying see www.niro.com




Process Engineering
GEA Niro
Gjellerupvej 305, PO Box 45, DK-2980 Søborg, Denmark
Tel +45 39 54 54 54 Fax +45 39 54 58 00
E-mail pharma@niro.dk Website www.niro.com/commercialising



1. Entrepreneur

Entrepreneurship is the process of identifying, creating, and exploiting opportunities to develop new products, services, or businesses. It involves taking on the financial and operational risks of starting a new venture.

Entrepreneurship is a dynamic process that involves identifying, creating, and exploiting opportunities to develop new products, services, or businesses. It involves taking on the financial and operational risks of starting a new venture.

2. Management

Management is the process of planning, organizing, leading, and controlling resources to achieve organizational goals. It involves the use of various management techniques and tools to ensure the effective and efficient use of resources.

Management is a dynamic process that involves planning, organizing, leading, and controlling resources to achieve organizational goals. It involves the use of various management techniques and tools to ensure the effective and efficient use of resources.

3. Business Strategy

Business strategy is a plan of action that guides the organization's long-term direction and competitive advantage. It involves the selection of a target market, the development of a value proposition, and the implementation of a competitive strategy.

Business strategy is a dynamic process that involves the selection of a target market, the development of a value proposition, and the implementation of a competitive strategy. It involves the use of various strategic management techniques and tools to ensure the effective and efficient use of resources.





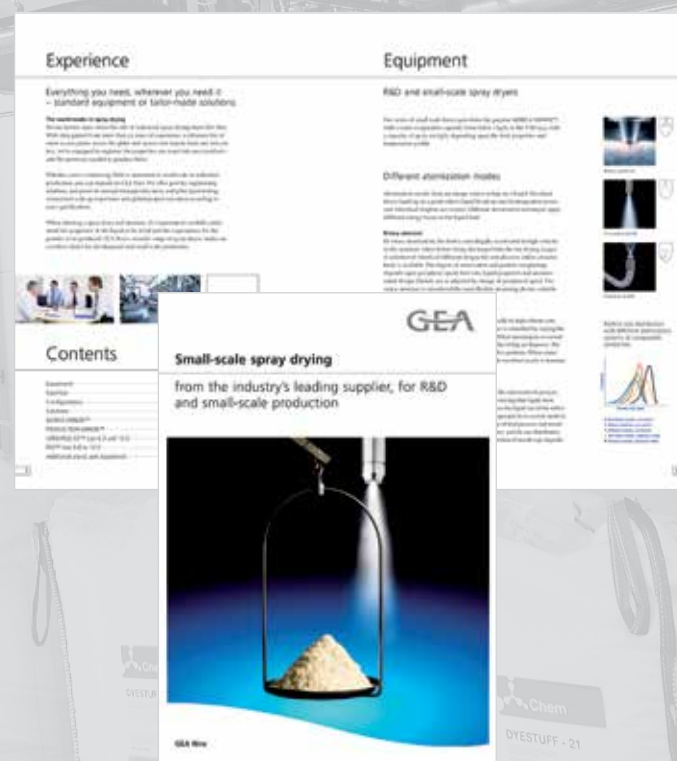
INHALED INSULIN RESTORES JOHN'S HEALTH AND SELF-ESTEEM

For more on spray drying see www.nira.com

[illegible][illegible][illegible]

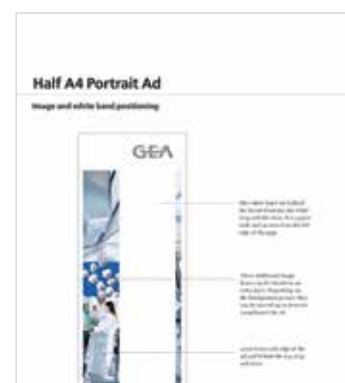
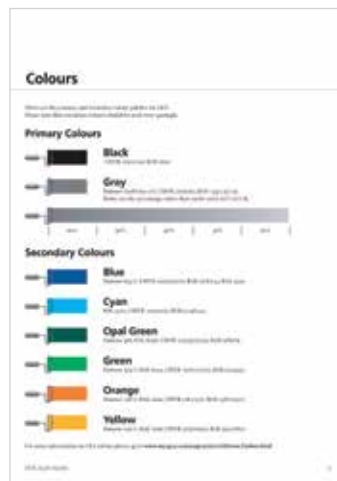
But even though many companies in the food, dairy and coffee industries are enormous operations, purchasing new equipment or technology is never a decision made quickly. And for GEA Niro's smaller customers, well, decisions are not made easily there either.

To help speed business along, each respective audience was targeted individually—from top management to technical management as well as certain specifiers.



Identifying with the GEA Group look

The GEA Group lays out broad design principles that permit creative freedom within a well-defined framework. CBC customized these for GEA Niro and the 40-plus other members of the group's Process Engineering Division, creating a detailed design guideline covering everything from business cards to technical brochures. Keywords of the new look were modernity and simplicity.

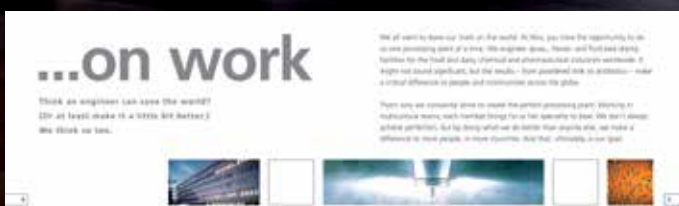


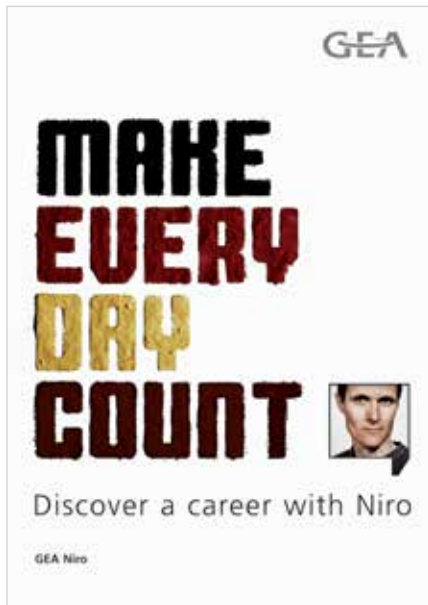
Staffing up

Although its name is big in the world of spray drying, GEA Niro is not particularly well known in its own backyard. Foreign owned and not listed on the Copenhagen Stock Exchange, the company works hard to keep its name before the Danish public—especially that segment of it consisting of well-educated young engineers. Recruitment campaigns developed by CBC have helped set the GEA Niro brand apart—in airports and at job fairs—using billboards, ads, brochures and other tools.



To create a buzz, eye-catching billboard ads were posted at the international airport along with a pocket-sized glossy brochure for the taking.





A career brochure was handed out at institutes of higher learning to generate awareness and inspire fresh minds.



On the same page

GEA Niro needed a creative partner proficient in handling large corporations in an international arena. "CBC had the experience we were looking for," says Henrik Bertelsen, head of central marketing for GEA Niro. "They understand that all good marketing starts with research—with an analysis of the market itself, your competitors, your customers. They're strong on strategy, easy to work with and price competitive, not least on implementation. And they're particularly good at transforming complex business-to-business problems into bright creative solutions. CBC is entirely focused on international B2B—as is GEA Niro—so we make a good match in theory as well as in practice."

Over the years CBC and GEA Niro have expanded their relationship to include all of the company's industry sectors. "We began our partnership with CBC five years ago when they handled a number of challenging assignments for us," Bertelsen explains. "And we haven't looked back since. Today CBC is the agency we use for most every project."

Process engineering is a specialized, technical field. Diving right in and stepping out with tangible and effective communications is what CBC does. "GEA Niro is run by engineers. We need an agency skilled at rendering exceedingly technical and product oriented briefings speedily. CBC has four creative teams, all of whom we work with on a regular basis and, I'm happy to say, are able to hit the right note just about every time."



Henrik Bertelsen,
International Marketing
Manager
GEA Niro and
GEA Process Engineering

CBC EQUALS B2B

After 35 years' pure focus on international B2B branding and marketing communications, CBC knows how to move brands forward. Fast.

We relish complexity, finding the most effective ways to shape intricate processes into clear, compelling propositions that resonate. From satellites to software, marine to medical, broad experience has shown us how to blend strategy with creativity to deliver the impact that drives bottom line results.

Our B2B experts in UK and Denmark have been handpicked for their specialism and knowledge of international branding and communications. This means we never require long consulting engagements and you get the most effective team behind your project.

So get in touch with the agency that brings more to your business. Because CBC equals B2B.

PRESENT CLIENTS INCLUDE:

Brüel & Kjær / Cobham / ConvaTec / Copenhagen Airport /
GAC / GEA Process Engineering / Lactosan / MOCON /
Nordic Tankers / Novo Nordisk Pharmatech / Perkins /
Plus Pack / Satair / Svitzer / Terma



CBC A/S

**RYESGADE 3B
DK-2200 COPENHAGEN N
DENMARK
TEL.: +45 35 25 01 60**

**30 STAMFORD STREET
LONDON SE1 9LQ
UNITED KINGDOM
TEL.: +44 (0) 745 296 5852**

cbc@cbc.dk / www.cbc.dk / www.cbc.co.uk