

Press release

Friedhelm Loh Group

FRIEDHELM
LOH
GROUP

Top honours for Friedhelm Loh Group magazine

“betop” magazine awarded gold and silver

“betop” has received the highest honour at the 25th Communicator Awards. The international programme is one of the world’s leading creative competitions, receiving approximately 6000 entries each season. The Friedhelm Loh Group’s magazine was placed first in the Design and Print category. In addition, “betop” has received the silver 2019 BCM (Best of Content Marketing) Award.

Herborn, 05 August 2019 – “betop”, the magazine of the Friedhelm Loh Group, has taken gold at the 25th Communicator Awards. The publication was recognised with an Award of Excellence in the Design and Print category for Corporate Communications, The award programme, based in the USA, typically receives more than 6000 entries from across the globe, making it one of the industry’s leading creative competitions. Its judges include highly respected professionals from media, communications, advertising, marketing and the creative industry.

The international, highly coveted accolade for “betop” honours the achievements of the Group’s corporate communications team. “We are delighted to have received the Communicator Award for “betop”. It demonstrates a high degree of international recognition for our Group. And it underscores that we are in tune with the times, providing a high standard of quality and journalism in the corporate publishing space,” states Regina Wiechens-Schwake, Director Corporate Communications for the Friedhelm Loh Group.

Corporate Communications

Regina Wiechens-Schwake
Phone: +49 2772 505-2527
E-mail: wiechens-schwake.r@rittal.de

Christian Abels
Phone: +49 2772 505-1328
E-mail: abels.c@rittal.de

Rittal GmbH & Co. KG
Auf dem Stützelberg
35745 Herborn, Germany
www.rittal.com

Press release

Friedhelm Loh Group

Global insights at a glance

“betop” is the Friedhelm Loh Group’s magazine for technology, business and more, for customers and other interested parties. The publication spotlights the latest news from the international Group, its manufacturing sites, and its subsidiaries – covering topics across the world, with outstanding journalism and technical expertise. “betop” has a total circulation of 35,000, and is published twice annually in German, English and Mandarin Chinese.

The online “betop” highlights additional news and insights from the world of the Friedhelm Loh Group. It serves as the digital hub for the latest information, visuals and multi-media content – in conjunction with social sharing and feedback channels. It is ideal for readers on the go: <https://betop.friedhelm-loh-group.de>

Omnichannel strategy garners silver

The new web-based “betop” has been online since the start of the year. Thanks to its paired print and digital channels, the publication has now received the 2019 BCM (Best of Content Marketing) Award. It took second place in the Multichannel Industry category – emphasising the importance of cross-media communication, both now and into the future. The BCM Award, granted since 2003, receives some 700 entries, making it Europe’s leading competition for content-driven corporate communications.

(2,983 characters)



Press release

Friedhelm Loh Group

Caption(s)

Image 1 (fri192023300.jpg): "betop", the magazine of the Friedhelm Loh Group, has received gold in the Design and Print category at the USA-based Communicator Awards.

Image 2 (fri192023400.jpg): "betop" takes gold. The Communicator Awards is one of the industry's leading creative competitions, typically receiving over 6000 entries from across the world.

May be reproduced free of charge. Please name Rittal GmbH & Co. KG as the source.

Friedhelm Loh Group

A global player, the Friedhelm Loh Group (FLG) invents, develops, and makes made-to-measure products and integrated solutions for manufacturers, distributors, and other businesses. Member companies of the Group lead their respective industries in innovation and quality. They include the world's leading provider of modular platforms for enclosures, power distribution, climate control and IT infrastructure (Rittal); Europe's number one supplier of software solutions for mechanical and industrial plant engineering (Eplan, Cideon); and a specialist in integrated manufacturing with state-of-the-art materials – steel, aluminium, and plastics – (Stahlo, LKH).

The family-owned enterprise maintains a worldwide presence, with 18 production sites and 80 subsidiaries. Managed by founder Dr Friedhelm Loh himself, the Group employs over 12,000 people and generated revenues of approximately €2.6 billion in 2018. It was named one of Germany's leading employers in 2019, for the eleventh year in a row. Within the scope of a Germany-wide survey, Focus Money magazine identified the Friedhelm Loh Group as one of the nation's best providers of vocational training for the fourth time in 2019.

For more information, visit www.friedhelm-loh-group.com.