

# Aro

PR and Marketing

Raising the profile of engineering, composites & scientific companies



## Welcome

*A few words from*  
**Billy McKenna,**  
Managing Director of  
Aro PR & Marketing

2020 looks set to be another great year for Aro! We've delivered 10 media campaigns for our clients in the last month alone and we've already contracted with two new customers.

We're also proud winners of the Chartered Institute for Public Relations Pride Award for Outstanding Small PR Consultancy which recognises the excellent work we've delivered.

Businesses often ask me, "How do you measure the impact of PR?". To help answer this question, we recently hosted a measurement and evaluation event in collaboration with the Public Relations Consultants Association. It attracted 34 attendees and included keynote speeches from industry and wide-ranging discussion.

Next up, I'd like to introduce Ian Walls, our newest account manager who will be working closely with several of our new and existing clients - including our first international company based in Belgium. Ian has a wealth of experience in PR and marketing as well as a HNC in electronic engineering.

Last but by no means least, congratulations to Sara Martin, Aro account manager, who in December gave birth to baby Gracie, weighing in at 7lbs 8oz. Mum and daughter are both doing well!

If you'd like to find out more about Aro's services, or any of the stories featured here, please get in touch. Alternatively, visit us at the Southern Manufacturing and Electronics show from 11-13 February, on stand C200 or JEC World, Paris from 3-5 March in hall 6, stand S52.

*Billy McKenna*

## PRIDE AWARDS 2019

SOUTH OF ENGLAND AND CHANNEL ISLANDS

## SILVER

### CATEGORY:

Outstanding Small Public Relations Consultancy

### AWARDED TO:

Aro PR and Marketing

## Aro celebrates award success at Southern Manufacturing and JEC

Aro PR and Marketing will be celebrating its recent CIPR Pride Award win for Outstanding Small PR Consultancy when we exhibit at the Southern Manufacturing and Electronics and JEC World in Paris in March.

With more than 100 years combined PR, marketing and journalistic experience, Aro's award-winning services include securing editorial coverage in specialist magazines and websites; running social media campaigns; managing applications for industry leading awards; designing attention-grabbing websites, brochures and exhibition stands; as well as SEO and event management.

All Aro's clients have one thing in common – they're small to medium-sized businesses doing very clever engineering or science but need help to effectively communicate the success of their products and services. Aro works closely with its clients to ensure business needs are carefully analysed and a clear PR and marketing strategy is agreed.

Aro's managing director, Billy McKenna, said: "We love starting the year at the Southern Manufacturing and Electronics and JEC exhibitions. Being the first shows of the year means there is always a fantastic atmosphere. With our recent award win, we are excited to see what 2020 has to bring!"

# Kotobukiya Fronte signs agreement with EconCore

EconCore, the technology provider for continuous production of thermoplastic honeycomb sandwich materials, has signed a license agreement with Kotobukiya Fronte, a leading manufacturer of car interior components, headquartered in Japan. The Japanese company, with several production locations worldwide, has installed EconCore's production technology addressing the market demand of weight and cost efficiency. The innovative honeycomb material solutions of Kotobukiya Fronte are now offered under the brand name of M-Light®.

EconCore offers a cost-efficient, continuous, high-volume production process for lightweight thermoplastic honeycomb sandwich panels. EconCore's customers and licensees in Europe, Asia and in the Americas have already entered the transportation market with the honeycomb technology. The light but strong honeycomb sandwich panels have already proven to be a genuine benefit not only for the automotive industry. With the new license agreement, the smart and efficient

honeycomb production process is now being used by an established Tier one supplier who will drive innovation and performance further.

Jochen Pflug, CEO of EconCore said: "We are very pleased and proud of having Kotobukiya Fronte join the family of our licensees. We've seen the market shift to lighter, sustainable materials, and OEMs insist on keeping costs competitive at the same time. This development is helping to evolve the automotive interior market and EconCore's technology is helping to transform the market with its superior performance

and enhanced acoustic properties. We are confident Kotobukiya Fronte is the right partner to develop new honeycomb products for automotive interiors and we are keen to support them with their innovative plans."

Mr.Tsuchiya, CEO of Kotobukiya Fronte said: "We are excited to have EconCore's honeycomb process for our product. This material with our production technologies can bring a positive impact on the acoustic performance, light weight, rigidity of automotive parts. We believe the product with this material can satisfy automotive OEM customers globally."

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## Bitrez joins EPSRC as industrial partner

Bitrez Ltd, Europe's leading manufacturer of specialist polymers and chemicals, has become an industrial partner of the Engineering and Physical Sciences Research Council (EPSRC) Future Composites Manufacturing Research Hub (CIMComp).

Led by the Universities of Nottingham and Bristol, the Hub is a £10.3m investment by the EPSRC to engage academics from across the UK to deliver a step-change in the production of polymer matrix composites. The Hub is supported by four High Value Manufacturing Catapult Centres and backed by 18 industrial partners from the composites sector, offering a further £12.7 million in additional support.

Based in Standish, Wigan, Bitrez manufactures synthetic resin, catalysts and curing agents for a variety of world class companies across the globe in aerospace, rail, automotive, oil and gas, nuclear and renewable energy.

Paul Jones, managing director at Bitrez Ltd, said: "We're delighted to join the Hub as an industrial partner and look forward to collaborating with the other members to help secure the UK's long-term position as a leader in composites manufacturing. Our extensive product portfolio includes high performance epoxy, epoxy vinyl

ester and phenolic polymers, providing individual 'building blocks' or custom formulated systems. Our formulated materials are already used in the development and manufacture of prepreg, so we are well placed to support the demands of projects coming out of the Hub."

Prof. Nick Warrior, Director of the EPSRC Future Composites Manufacturing Research Hub, said: "This is a great opportunity for the Hub and its partners. Bitrez are renowned for being R&D focused and can respond quickly to our research needs. We look forward to working with Paul and his team over the next four years to address the resin research challenges identified by the Hub."



# Awards success for Wanner's Hydra-Cell Pump



Wanner International's Hydra-Cell® G35 pump has been recognised by India's premier oil and gas producer in their technical forum, as winner of the 'Reliability Enhancement Technology of the Year' award. The oil and gas giant operate the largest producing oil field in the Indian private sector, contributing

25% to India's domestic crude oil production. Each year, their production sites and technical teams present their new technologies and best practices for new projects implemented.

Having used Wanner International products for gas processing since

2004 and bought over 15 pumps for transferring MEG (mono-ethylene glycol) and TEG (triethylene glycol) on various lines in one of its oil field onshore terminals. The Hydra-Cell® G35 pump was installed at a gas terminal for Hydrocarbon Condensate Transfer because of its unique ability to handle hydrocarbon and condensate so easily and with minimal maintenance requirements.

Prior to this, the company were using a large reciprocating pump with five pump heads and pulsation dampeners that required frequent stopping and starting and demanded a high level of maintenance and support.

However, Hydra-Cell® G35 with its unique seal-less pump design is a fraction of the size and typically delivers 20 + years of service, designed to lower the total cost of ownership with its performance reliability and minimal maintenance.

Wanner International's managing director, Paul Davis, said: "We're delighted to be recognised and championed by such a prestigious player in the oil and gas industry and in such a key market as India."

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## And the winner is...

February is awards month for the film industry with wall-to-wall media coverage of the BAFTAs and Oscars. But did you know there are a host of engineering awards which can help boost your company's reputation and increase its profile?

[Click here](#) to read an article in Composites in Manufacturing about the value of industry awards, the best ones to go for and what you need to do to win!



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PR | marketing | awards | events | copywriting | design | social media | web & SEO



“Aro helped us apply for the Queen’s Award for Enterprise which I’m delighted to say we won! The associated media coverage Aro secured boosted our profile across key target markets.”

*Paul Jones, Managing Director, Bitrez Ltd*

Here are some of the high tech companies  
 we have worked with, past and present:

