

IHOFMANN

PRESS RELEASE

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- **Agency IHOFMANN goes online with a new website starting September 08 – www.ihofmann.com**

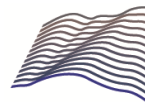
Owner-managed full service PR agency IHOFMANN located in Wiesbaden, Germany goes online with a new website starting September 08. Interconnected in the world of technology and high-tech materials the agency is operating successfully on the market for more than 10 years now, appreciated for its expertise in public relations, content marketing and conference management.

Dr. Isa Hofmann M. A., managing director IHOFMANN: „Storytelling as a key element of our daily business has quite rightly become one of the buzz words in the communication sector. Especially products requiring explanations may be highlighted on a sustainable basis and thus foster discussions covering cross-media channels. Ultimately our goal is always to virtuously convey content to make sure the key messages reach the respective target groups.“

IHOFMANN is member of the association Industrieverband Veredlung – Garne – Gewebe – Technische Textilien e.V. (ivgt) based in Frankfurt am Main, Germany. Managing director Dr. Isa Hofmann has been recently called to join the programme committee of Man-Made Fibers Congress, Dornbirn, Austria (www.dornbirn-mfc.com).

Agency Profile IHOFMANN:

IHOFMANN is an owner-managed internationally operating full service communication agency for PR, content marketing and conference management with a truly international focus. The agency has a special expertise in technical textiles and high-tech materials applied in various industries like protective and active sports clothing, fashion and



IHOFMANN

lifestyle, medical, architecture, hospitality, living, automotive, aviation, energy and others. Since 2004 the agency is successfully operating on the market and is consulting and supporting sme's as well as globally operating companies in all communication matters. IHOFMANN creates intelligent customized strategies, offers classical media activities, online and social media relations, cross-media communication and generates corporate communication activities. Together with its partner network of design, artwork, advertising, web and social media experts the agency knows how to make people talk about the key messages and product features of their clients in the classical and online media by writing and scattering relevant stories.

Printing free of charge. Sample copies are requested.



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