

## Press Information

### **International Public Relations for SCHOTT AG**

oha communication supports technology group with trade PR

**Stuttgart / Mainz (Germany), November 20, 2009 – The SCHOTT AG has expanded its cooperation with oha communication. The Agency for International Public Relations has been supporting the technology company with continuous trade communication since October, 2008. oha communication also assists several Business Units in expanding their media relations in selected regions and market segments.**

Making the invisible visible is the challenge that is met with trade communication at SCHOTT. Since more than 125 years, the international technology group based in Mainz, Germany, is considered a leading supplier of special glass. The mostly transparent material is a key component for applications in many industries.

In the field of healthcare, for example, many pharmaceutical products are delivered in ampoules and syringes made of special glass tubing. Optical glass is used to produce lenses and fiber light guides for microscopes, lasers or machine vision applications. The glass ceramic “SCHOTT Ceran” is at home in many modern kitchens, while “Zerodur” serves as mirror substrate material for astro-telescopes.

“Our solutions can be described best by showing their application”, Christine Fuhr, PR Manager at SCHOTT, explains. “Coming from the final product, the customers are regularly on board when it comes to PR. Thereby we try not only to show the value of the material but also the employees’ high skills in developing solutions in partnership.”

“SCHOTT is engaged in more than 40 countries. Therefore the prepared topics are being used internationally for PR”, Oliver Frederik Hahr from oha communication explains. „We continuously coordinate the PR activities with the business units as well as the local subsidiaries and their regional PR agencies. Additionally we support in developing new markets.”

Since October, 2008, oha communication has been coordinating the international PR for the technology group in close arrangement with the head office in Mainz. The cooperation will now be continued. Besides the expansion of activities in the field of online PR, the development of infrastructure for communication in regions such as India and Latin America is going to be promoted.

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Caption: Oliver Frederik Hahr and the team at oha communication support the technology group SCHOTT with international trade PR. Source: oha communication / SCHOTT

Picture in printable quality is available from Oliver Hahr (Tel. +49 (0)711/50 88 65 82-0, [oliver.hahr@oha-communication.com](mailto:oliver.hahr@oha-communication.com))

**oha communication** is an agency for international public relations. The team supports companies in attracting the attention of selected target groups, in particular in the fields of design, technology and healthcare. The services include profiling, strategic and country-specific PR advisory as well as the coordination and implementation of PR-activities. oha communication was founded in 2007 by Oliver Frederik Hahr and is headquartered in Stuttgart, Germany.

For more information: [www.oha-communication.com](http://www.oha-communication.com).

**SCHOTT** is an international technology group that sees its core purpose as the lasting improvement of living and working conditions. To this end, the company has been developing special materials, components and systems for 125 years. The main areas of focus are the household appliances industry, pharmaceuticals, solar energy, electronics, optics and the automotive industry. The SCHOTT Group is present in close proximity to its customers with production and sales companies in all its major markets. The Group's approximately 17,300 employees generated worldwide sales of approximately 2.2 billion Euros in the fiscal year 2007/2008. The company's technological and economic expertise is closely linked with its social and ecological responsibility. The SCHOTT AG is an affiliate of the Carl-Zeiss-Stiftung (Foundation).

For more information: [www.schott.com](http://www.schott.com)

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