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Siegwerk achieves second place at German PR award

Great success for Siegwerk communications: In the category “Internal Communication” of the PR award “Deutscher PR-Preis 2008” Siegwerk has become second. At the award, which was organized by the “Deutsche Public Relations Gesellschaft” (DPRG), Siegwerk was only overtaken by the winner Otto-Group from Hamburg, Germany.



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About 500 participants, among them many well-known DAX companies such as Daimler or Bayer, had applied for this renowned award in various categories. Siegwerk was successful with its “post-merger integration of company cultures” including communication and integration efforts after the acquisition of Sicpa Packaging based on the new corporate mission statement. “Naturally, we would have liked to win the award,” says Peter Heimerzheim, Head of Siegwerk Corporate Communications. “But being no. 2 in the midst of the big corporations is a precious reward for us.”

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