

Case: Sulzer Pumps

How integrated and coordinated communication makes all the difference

“We want to launch the world’s best product range with the world’s best campaign”

How integrated and coordinated communication makes all the difference

Sulzer Pumps designs, develops and sells pump solutions and auxiliary equipment worldwide. The company has a global network of 21 manufacturing units, as well as sales offices and service centres in 150 locations. The needs of the wastewater market are met by its ABS product range.

The challenge

In the last four years, Sulzer Pumps has launched whole new generations of energy efficient and reliable ABS EffeX products.

The final – and most important – launch in the ABS EffeX range was scheduled for 2012. Sulzer Pumps was about to become the only global manufacturer with a complete range of IE3 products for the wastewater market. It was time for the ultimate breakthrough and time to prove that the products really did live up to the hype.

Sulzer Pumps operates in a large number of countries, with extensive local marketing.

Staging a global launch in a short time frame and at a reasonable cost made it necessary for all companies to accept the central campaign and gain access to a broad palette of communications tools.

The product

Sulzer Pumps was the first wastewater equipment producer to offer submersible pumps featuring premium efficiency IE3 motors and has launched several ground-breaking products in recent years. In 2012, it was time to launch new mixers and compressors, all featuring revolutionary technical advances.

The principle

International coordination is always a challenge, as the marketing companies must feel that the central solution is as good as their own would have been. It’s a logistical challenge as well – in this case 500 communications units had to be produced in 15 languages.

There are many advantages to an internationally coordinated launch, including the right brand focus, shorter TTM (time to market) and lower total cost.

The solution

The communications solution was constructed in three distinct phases and new media were used to spice up the campaign:

1. Internal phase to inform and motivate everyone in the organisation.
2. Launch phase, when the products were introduced at an important trade fair in the USA and were then rolled out worldwide.
3. Proof phase, with customer cases that proved our claims.

The result

“In the four years we’ve spent launching ABS EffeX products, Sulzer Pumps has established itself as one of the innovators in our market segment. The launch of our complete range has strengthened the sales platform for our entire international organisation.”

Susanne Bromert

Global Marketing Project Manager, Sulzer Pumps

Sweden's most international B2B agency

We build strong brands by creating conspicuously profitable, boundless communication solutions for international companies who have high ambitions and entrepreneurial spirit. Pyramid has been ranked as Sweden's best B2B agency for 10 years. Webbyrån Petra was ranked as Sweden's best digital agency in 2014.

Do you share our ambitions to become a global winner? Let's meet and discuss how.

Some of our customers:

Alfa Laval	Helsingborgs Hamn	Norden
Assa Abloy	Helsingborg	Perstorp AB
Awapatent	HemoCue	Posten Norge
Bluetooth	Hiab	Rapid
Borgestad Industries	Höganäs AB	Ruukki
Bostik	JBT Corporation	Rydahls
Bring	Kalmar	Saab
Contura	Lantmännen	Safmarine
Diab	Lindab	Sandvik
Duni	Maersk	SSAB
Ecophon	Medius	Stora Enso
Enfo	Midroc	Sulzer
Green Cargo	Munkfors	Tetra Pak
Gyproc	Navetti	Valmet
Haldex	Nederman	Yara



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