

# Press Release

Laupheim, June 17, 2024

## German Brand Award for PTC 200 campaign by Uhlmann Pac-Systeme and B2B agency wob Award for pioneering 360° campaign in the pharmaceutical industry

**Laupheim, June 17, 2024.** Uhlmann Pac-Systeme and wob receive the German Brand Award in the category “Excellence in Brand Strategy and Creation: Brand Communication – 360° Campaign for their joint campaign to launch the PTC 200 Parenteral Tray Center. With this award, the jury honored the implementation of a holistic strategic concept that successfully transferred product communication into brand communication for a B2B product that requires explanation. With more than 1,200 entries, the German Brand Award is one of the most prestigious brand management awards in Germany. The German Brand Institute has been presenting the prize since 2016.

### **From product to brand communication**

The global market for parenterals, which for example includes vaccines, is growing dynamically. Parenterals are usually available in liquid form in ampules or vials. Due to the sensitivity of their active ingredients, they pose major challenges for the packaging line when they are packed in trays and cartons. Uhlmann Pac-Systeme designed the PTC 200 Parenteral Tray Center especially for this complex requirement profile. The innovative packaging line enables users to reduce their resource consumption and CO2 emissions, and also allows them more flexibility in

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terms of formats and materials while maintaining a high level of efficiency and product safety.

For its PTC 200 launch campaign, Uhlmann Pac-Systeme decided to work with the B2B marketing and communications specialists at wob. Together, they identified a key challenge for the PTC 200 campaign: despite more than 40 years of expertise in packaging parenterals, Uhlmann was primarily seen in the market as a provider of blister packaging solutions for tablets and other solid medications. Uhlmann Pac-Systeme and wob therefore went for a two-phase campaign. The first phase focused on establishing Uhlmann Pac-Systeme as a leader in parenteral packaging. In the second phase, the PTC 200 itself was at the center of the communication activities.

### **Combining individual perspectives to create a 360° picture**

In developing the campaign concept, the different perspectives of technology, sales, product management and marketing were brought together for the first time from the beginning on Parenteral Packaging Competence. The result is an integrated campaign not only promoting a product, but also positioning Uhlmann as a parenteral expert in the market. Another milestone is the implementation of a digital process that combines Lead-Generation, Follow-up in Sales and documentation. The campaign received the prestigious German Brand Award for the innovative integration of brand and product communication into a comprehensive concept and for using digital processes to generate leads.

### **The German Brand Award:**

The German Brand Award is a competition organized by the German Brand Institute. The German Brand Institute foundation aims to strengthen the importance of a brand as a crucial success factor for companies in the national and international marketplace. With the German Brand Award, the foundation honors outstanding brand management with a unique award.

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## ABOUT UHLMANN

Uhlmann Pac-Systeme GmbH & Co. KG is a leading global system provider for the packaging of pharmaceuticals in blister packs, bottles and cartons. In addition to its innovative packaging lines, Uhlmann offers consulting, project management, comprehensive services and digital solutions from a single source. The company is part of the Uhlmann Group, which generated sales of EUR 412 million in the 2022/23 financial year and has around 2,600 employees. Other companies in the Uhlmann Group are KOCH Pac-Systeme, Cremer Spezialmaschinen, Wonder Packing Machinery and Axito.

Find out more at: [www.uhlmann.de](http://www.uhlmann.de) and at [www.uhlmann-group.com](http://www.uhlmann-group.com)

### About wob:

As an owner-managed agency, wob has helped to shape the landscape of B2B communication for over 45 years. We are Germany's B2B experts. Regardless of whether a brand is facing new challenges, conquering new markets or defending its territory, advertising products or making itself more attractive to new employees: wob develops exceptional and successful solutions. As a consultant and a creator. As an insider with valuable output. As lead generators and sales supporters. Nationally or internationally, as a founding member of BBN The World's B2B Agency. <https://www.wob.ag>

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## PRESS PHOTOS



Dennis Güth (Executive Account Director, Sales & Marketing wob AG), Christiane Ungemach (Senior Marketing Communications Manager Uhlmann Pac-Systeme), Gabi Bauer (Head of Marketing & Communications Uhlmann Pac-Systeme) and Marion Neubrand (Marketing Specialist Uhlmann Pac-Systeme) (from left to right) accepted the German Brand Award for the PTC 200 campaign in Berlin. ©Anna Tiessen

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