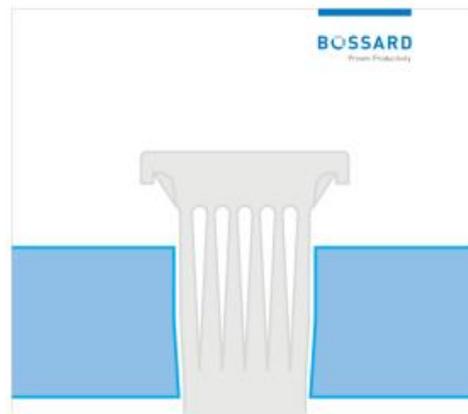


Content:

June 2021-present
Sales and marketing content for DACH companies (copywriting in English)
long-form and short-form
automotive; chemical industry; instrumentation; IT; machinery
for **SUPERTEXT, BERLIN**

White paper

White Paper



Innovative lightweight fastening methods for the mobility sector
Seven challenges, seven solutions

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Press releases and marketing e-mails



KRÜSS moves forward in Spanish market by selling directly

Close market with Spanish customers will foster customer loyalty (press release content)

Hamburg, October 2021 – Having gained a firm foothold in the Spanish market in recent years, KRÜSS GmbH will now offer customers direct access to their entire range of services by selling directly rather than via a reseller model.

The Hamburg-based company specialises in the manufacture of measuring instruments for the analysis and quality control of metals, polymers, composites, and fibres for a broad range of different industries, as well as for scientific research.

The company's decision to change its sales strategy and get closer to its customers will mean more favourable conditions overall. "Having a more efficient sales model enables us to move in new Spanish markets," says David Fernández, Technical Sales Representative for KRÜSS in Spain. "It will also be an opportunity to get closer to existing users – users of our instruments who may not have known until now our company directly to them. Our goal is to be a permanent solution partner to our customers in Spain."

In other sales centres, Spanish customers – who benefit from managing, strategic positions, and other top decision-makers – will be able to benefit from equipment maintenance packages closely tailored to their specific needs, with accelerated response times for tech support, and more flexible consulting services will have. For particularly in combination directly with KRÜSS experts who have in-depth knowledge in complex measurement challenges.

This kind of customer-orientation has always been an important element of the KRÜSS strategy and it is able to add further plus values serving Spain's further science and technology sectors.

Image



Product catalogue texts

Ready for the future with enhanced performance and efficiency

TCP

The TCP series of radial turbochargers can achieve maximum pressure ratios of up to 7, a benchmark figure that sets new industry standards.



12 | [turbochargers](#) | TCP

While existing 1-stage turbocharger systems typically deliver pressure ratios of well above 5, the TCP range achieves stable operating points of well above 6. These remarkable figures are thanks to a complete redesign of the aerodynamic stages on both the compressor and turbine side.



2016-2019
 Sales and marketing content for DACH companies (copywriting in English)
 long-form and short-form
 packaging & paper industry
 for T'WORKS ASI, VIENNA

Product brochures



Online newsletters



2015-2022
Education and non-profit
Series of grant-funded articles
for **FEUCHTWANGER STUDIES**



- [Das Buch Bayern: The Portrayal of Antisemitism and the Wahrhaft Deutschen in *Erfolg*](#)
In: Andreas Heusler (ed.), *Feuchtwanger und München* (Bern: Peter Lang, 2022)
- [Die Geschwister Oppermann: A German Jewish Family in Extremis](#)
In: Daniel Azuélos, Andrea Chartier-Bunzel and Frédéric Teinturier (eds.)
Feuchtwanger und die Erinnerungskultur in Frankreich (Oxford: Peter Lang, 2020)
- [Caught Between Cultures: Lion Feuchtwanger's *Flavius Josephus*](#)
In: Paul Lerner and Frank Stern (eds.), *Feuchtwanger and Judaism* (Bern: Peter Lang, 2019)
- [The Proud Fabric? A Translator's Perspective on *Waffen für Amerika* in English Translation](#)
In: Geoffrey Davis (ed.), *Feuchtwanger und Berlin* (Bern: Peter Lang, 2015)

2015-2022
Portal
in collaboration with
INTERNATIONAL FEUCHTWANGER SOCIETY
www.lionfeuchtwanger.de



Research:

I stay abreast of trends and developments by reading a wide range of research papers and trade publications in German and English in key fields of technology. For each individual assignment I thoroughly research the company and its products/services.

- the company and its strategic challenges
 - R&D and investment
 - M&A
 - regulatory affairs and compliance
 - CSR and environment
 - financial performance
 - key personnel
 - company history
- the products/services
 - technologies
 - brands
 - manufacturing processes
 - buyers and markets
 - market trends
 - competitors

Content writer's toolbox:

- rigorous analysis, as a basis for well structured texts
- confident tone to convey a sense of commitment to the company and brand
- adapt written style to the project brief as necessary: sober/expository, or emotive/catchy
- focus on readership and target culture (US vs UK vs International English)
- add value: offer high-quality input, suggestions, and creative ideas
- big-picture thinking: awareness of the company's overall comms/content strategy

Industries:

The red highlighting indicates 5+ years' experience.

Raw materials

- Oil and gas

Manufacturing

- Automotive
- Consumer goods
- Chemical industry
- Machinery
- Packaging & paper
- Pharmaceuticals
- Steel

Services

- Creative industries
- Education and non-profit
- Finance
- Government
- IT

Types of content include¹:

LONG FORM

WHITE PAPERS

Authoritative and objective. The copywriter must have a good understanding of the technology, and the text must be well structured and well argued, holding the reader's interest throughout. Often gated, requiring the reader to register or subscribe.

COMPANY BROCHURES

Persuasive texts which use data-driven storytelling and a confident tone of voice. Often used to position the company as an innovator and thought leader.

PRODUCT BROCHURES

Descriptive content: technical writing skillfully interwoven with idiomatic language, with clear and compelling descriptions of the products/services, production processes, QA, and key benefits.

CUSTOMER NEWSLETTERS

Narrative texts which build customer engagement, with narratively structured content about the products/services and technologies; news and features about the company and its operations and strategic challenges.

EMPLOYEE MAGAZINES

Editorially-led content, with news and features about market trends, R&D, growth strategy and investment, regulatory affairs and compliance, ongoing sales campaigns and initiatives, CSR and environment.

SHORT FORM

Web pages with SEO, press releases, advertorials, blog content, marketing e-mails, **and many other types.**

¹ For a comprehensive overview of current trends, see <https://www.contentmarketinginstitute.com>.