

Press Release

## **NR SWISS and pressrelations Join Forces**

Stans/Zurich, April 21, 2021

After four years of cooperation, NR SWISS AG and pressrelations GmbH are merging under the umbrella brand pressrelations. With over 700 clients and over 200 employees at eleven locations around the globe, they rank as one of the leading full-service providers of media monitoring and reputation analysis.

GianCarlo Bianchi and Katrin Frei assume the management of the newly branded pressrelations Schweiz AG. They also join the Management Board of the company group in Düsseldorf. Former NR SWISS managing director Nikolaus Zumbusch joins the Board of Directors of pressrelations Schweiz AG.

“The merger of the two companies is a logical consequence after four years of successful cooperation. We look forward to benefit even more from the high-quality Swiss standard in the future”, says pressrelations managing director Jens Schmitz. “We thank Nikolaus Zumbusch for the valuable collaboration in the past years. His involvement and dedication played an immense role in the rapid growth of NR SWISS AG.”

As stated by the media intelligence providers, the goal of the merger is to combine their technology and consulting expertise. “This means that specific client requirements from Switzerland now carry even more weight when it comes to further development of the tried and tested monitoring and analysis portal NewsRadar”, says managing director Katrin Frei. This consolidation will help promote the joint development of a virtual Newsroom solution and the integration of additional tools and interfaces into the in-house technology NewsRadar.

From now on, pressrelations Schweiz AG is able to offer a significantly larger media set to its clients and has access to considerably more resources and international know-how. Furthermore, the Swiss team will get reinforcements as soon as this year, and both locations in Stans and Zurich will be further expanded. “We guarantee to our clients that our industry-savvy and experienced Swiss team will continue to provide all our services without any limitations”, stresses managing director GianCarlo Bianchi. “As a part of a global network and a member of AMEC, FIBEP and the GMI Alliance, we also gain access to numerous advantages and new opportunities which will help us improve our products and services even further.”

pressrelations is also a partner of ComImpact – an association promoting Comm-Tech competences of the communication industry in Switzerland that was founded in February 2021.

### **About pressrelations**

Founded in 2001, pressrelations GmbH with the head office in Düsseldorf and additional offices at ten other locations in Austin (Texas), Dublin, Stans and Zurich among others, is a full-service provider of cross-media monitoring and analysis services. The company bundles its in-house, AI-assisted technology with the expertise of its news managers, analysts, and consultants. Along with the real-time client portal NewsRadar®, pressrelations offers tailor-made reporting formats, scalable Newsroom solutions and the analysis method for early detection of trends FirstSignals® which has received a DPOK (The German Prize for Online Communication) award. On this basis, pressrelations delivers practical insights and recommendations for planning, controlling and evaluation to over 700 clients for their communication work.