

# pr.co launches new PR tech product line

New products take the hassle out of departmental workflows allowing for global domination



**AMSTERDAM** (February 3, 2016) -- Today pr.co announced the relaunching of its innovative PR tool offering with the introduction of two new products Collaborate and Global. The new products address the vast frustrations felt by PR, marketing and communication professionals as well as the broken processes around workflow management and global expansion.

*Stefan Fountain, CEO of pr.co, says, "This relaunch is a process of maturing to better meet the needs of our customers. We've realigned our offering to address changes and outdated PR processes. We believe effective PR teams need to automate their daily tasks and find innovative ways to facilitate two-way communication."*

— Stefan Fountain, CEO of pr.co

The company has repackaged its current offering into four products, so companies can mix and match solutions to their specific requirements. This accommodates small to mid-sized companies in particular as it allows to add features as they grow.

The products are:

- **Publish:** A complete suite of tools for publishing news. This base toolkit allows users to build personalized newsrooms, publish press releases, display digital press kits, save news clippings and receive automated performance reports.
- **Outreach:** An email distribution system that enables management and organization of press lists and distribute news and other content.
- **Collaborate:** A workflow management system that can support teams composed of hundreds of people. It's supporting features include an approval workflow, editorial user roles, user assignment and an activity feed.
- **Global:** Tackles the complexities of global brand management. This allows global headquarters to delegate news to local teams and unify media assets across offices and agencies.

These new products address a series of frustrations, large and small, that derail PR productivity. Having to switch from one software to another, working on multiple versions of a document, and accidentally publishing drafts are just a few examples.

Tom Lodge, EMEA PR of Sonos, an innovative manufacturer of wireless sound systems, comments on the new product features.

*“Using pr.co makes it easier to manage a global brand. It's a great way to keep our look, feel and message consistent across the local teams and agencies across the globe.”*

— Tom Lodge, EMEA PR of Sonos

Sonos currently uses pr.co to retain consistent messaging and delegate news to 13 country offices around the world.

The bustling municipality of Ghent in Belgium uses pr.co's 'Collaborate' to create, approve, and publish official announcements.

*The mayor of the city, Daniël Termont, says, “With the launch of this newsroom, Ghent sets course towards digital press innovation and the online distribution of news, which is part of our communications policy.”*

— Daniël Termont, Mayor of Ghent

The tool helps them achieve utmost transparency with their citizens by allowing them to send out news with ease, a feat that was previously challenged by the complexities of working with a large group.

## About pr.co

Founded in 2010 by publisher TheNextWeb, Amsterdam-based technology firm pr.co helps companies to tell their stories by providing online newsrooms, email distribution and workflow tools for PR and marketing professionals worldwide. For more information, please visit [pr.co](https://pr.co).



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### ABOUT PR.CO

PR.co is a collaborative tool for PR professionals and communications teams to get meaningful exposure for your company. We streamline your planning, writing and media outreach workflows so you can focus on what you do best: crafting your story.



pr.conewsroom