

# Pr.co gets ready to rock by expanding their team

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## SUMMARY

*Pr.co has just welcomed their fifth member to the team and moved into their new offices. The company hopes to speed up their growth over the coming months from their new headquarters on Frederiksplein 42.*

**T**he team has grown from the two founders - Jeroen Bos and Dennis van der Vliet - to include Lorenzo Grandi on communications, Adine Rooyackers as business developer and Nick Dowse interning as software developer. The new hires have been made possible by the organic growth of the company. They hope to continue to grow both their company and client base in the coming quarter.

## The great rebrand

The company went through a major transformation when they decided to rebrand to pr.co in October last year. “We decided to rebrand as pr.co and launch our new tool simultaneously” said Dennis van der Vliet, founder. “We wanted to make a fresh start. We had to expand the functionality of the tool substantially and change our business model. So we picked a new name. Users can now do so much more than just upload press releases and we wanted our name to reflect that.”

## Simplify the workflow

After talking to customers the team discovered that simply giving people and companies the opportunity to easily create and maintain a public database of press releases was not enough. Ever since the rebrand, the team has focussed on combining the entire workflow of uploading and sending press releases within the tool.

Users can now easily create presskits. The presskits allow companies to feature any type of rich media in a coherent and downloadable format. So whether it's pictures, logo's, documents or audio files, they can easily keep their company information current.

Clippings can be connected to the release it was based on, and users can pin press releases to the top of the pressroom or hide them completely. Jeroen Bos: “We wanted to give users more control over their pressroom. Instead of simply portraying all content in the order it was uploaded, we've now made it possible for users to truly dictate what information is portrayed

first.”

## New design

The basic design of the pressrooms has also undergone changes. In order to make the press releases and rooms look amazing on all devices, users can now choose a new, flat design. The classic layout is still an option.

For those skilled users who want to run the ultimate pressroom customization, pr.co has made a public API available. API's can be used to embed a pressroom into a website, to syndicate press releases into RSS feeds, to visualize information in many different ways - possibilities are infinite. Dennis: “We’re working in two directions: tech-savvy users now have total control over their pressrooms. For those that don’t necessarily want full integration, they can simply log in and have their first press release online in a matter of minutes.”



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#### Team

<https://pr.co/team>

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### QUOTES

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— Dennis van der Vliet

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— Jeroen Bos

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#### ABOUT PR.CO

Pr.co is an online platform for engaging press releases aimed at companies and PR agencies. The Amsterdam-based company launched in April, 2010 at The Next Web Conference. Pr.co has now over 10000 clients worldwide and is changing the way news is written, read and distributed.



pr.copressroom

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