



NEWS RELEASE

For Immediate Release

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Eriez® Public Relations Programs Win PRSA Rocks Awards

Erie, PA.—Eriez®, along with its public relations agency, [Stevens Baron Communications](http://StevensBaronCommunications.com), took home two [Public Relations Society of America \(PRSA\)](http://PublicRelationsSocietyofAmerica.com) Rocks Awards at the 2009 Cleveland PRSA Rocks Awards. The awards ceremony was held in December at Windows on the River in Cleveland and attended by more than 200 people.

Eriez and Stevens Baron were recognized for both their 2008-2009 business-to-business marketing public relations and community relations public relations efforts, winning awards in both categories.

Ed Stevens, APR, President of Stevens Baron Communications, explains that to attract new employees and maintain the confidence of existing employees, remaining visible in the community is essential. “Eriez has been thriving, even in these tough economic times,” he says. “We took advantage of the opportunities that presented themselves to reinforce this message to the Erie community,” he continues.

Stevens explains, “We invited the media, local government officials and community leaders to all major events, including the October 2008 Sales and Marketing Conference and April 2009 opening of the company’s new 5-Star Service Center.” He adds, “At these events, we were able to spread the message that Eriez’ product offerings across many industries enables the company to grow in a down economy because when one market is soft, Eriez has the ability to focus on a stronger market.”

All the major local television networks, along with newspapers, covered Eriez’ 2008-2009 local events. “The coverage was outstanding,” says Keith Jones, Eriez’ Director of Corporate Communications. “We received a lot of positive feedback from employees and the Erie community.” He adds, “Winning the Community Relations Rocks award is just more icing on the cake.”

Stevens explains, “The Rocks award for Eriez’ marketing public relations came as a result of blending social media, online, digital and traditional public relations techniques to push buyers to the Eriez Web site.” He says, “We obtained a significant amount of publicity placements by producing more than 60 feature articles and case histories, all designed to offer information about Eriez’ innovative products and send readers to Eriez’ Web site for more information.”

Eriez’ 2008-2009 public relations in a down economy was extremely successful. Stevens says, “We surpassed our goals in terms of coverage in trade journals and unique visitors to Eriez’ Web site.” He adds, “Not only did we win the Rocks award for our efforts, we helped Eriez increase its total sales. In fact, August 2009 was a record sales month for the company.”

In addition to the awards Stevens Baron received with Eriez, the agency was honored with the coveted "Best of Show" Rocks award for the King Nut salmonella program. King Nut is a longstanding Eriez customer.

Eriez is recognized as world authority in advanced technology for magnetic, vibratory and inspection applications. The company's magnetic lift and separation, metal detection, x-ray, materials feeding, screening, conveying and controlling equipment have application in the process, metalworking, packaging, recycling, mining, aggregate and textile industries. Eriez manufactures and markets these products through ten international facilities located on six continents. For more information, call toll-free (888) 300-ERIEZ (3743) within the U.S. and Canada. For online users, visit www.eriez.com or send e-mail to eriez@eriez.com. Eriez World Headquarters is located at 2200 Asbury Road, Erie, PA 16506.

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