



PMMI Media Group
401 N. Michigan Ave., Suite 300, Chicago, Illinois 60611
PHONE 312 222 1010 FAX 312 222 1310
pmmimediagroup.com

Dear Friends,

Bombarded with news, text alerts and TV broadcasts? The avalanche of content can be overwhelming, and sanity may lie in our ability to identify *the best sources* for keeping informed. During challenging times, people find comfort in a trusted resource and PMMI Media Group publications are filling that role for the packaging, processing and automation communities.

Our readers – your customers – are hungry for information that can benefit their business. As we navigate through a fast-changing marketplace, I'm proud to say that our editors continue to work hard – as they have for decades – creating and curating information that is objective, informed and well-researched.

For marketers, **our media brands offer a unique pipeline to your customers.** As you've no doubt been reminded, consistent, frequent communication is essential during periods of change. Now isn't a time to pull back on letting your customers know that your doors are open, and you have solutions to help keep their operations running. They are looking for reassurance, just as you are.

We're here to make that communication easier.

Print magazines make an impression when you can't be there. Our presses are running, and we've reached out to subscribers to assist with address changes, if requested. Though most continue to work on the plant floor, others have temporarily moved to a home office and we're accommodating their needs.

While face-to-face meetings and events are paused, our **digital marketing products are ready to uncover new business opportunities** for your sales team. With the resurgent interest in video, we're also offering an easy, economical way to create high resolution **video content marketing campaigns** with just a mobile phone! And, we've added entry level pricing for webinars and other lead-generators, and continue to offer affordable brand-builders.

Our popular Marketing Insights newsletter will be featuring additional communication strategies for today's business environment. Watch your inbox for short, educational videos from our WFH teams.

And, because it's always helpful to see how your peers are succeeding, **check out PMMI's** podcast interviews with leading OEMs and industry suppliers. You'll find some great ideas for keeping workers safe and servicing manufacturers during a time of social distancing. And PMMI's COVID-19 Resources page is continually being updated.

We're here to help you keep your solutions in front of your customers ... and we will face today's challenges together.

Stay safe and healthy,

A handwritten signature in black ink, appearing to read "Joe Angel", written in a cursive style.

Joseph Angel | President
PMMI Media Group