



Expertise Bicycle- and E-Bike branch



Who we are | what we do

Short overview

Founded	2011
Owner	Reiner Kolberg
Location	Cologne, Germany
Industries	Bicycle, mobility, IT, telecommunication, real estate
Expertise	PR consulting, text / journalism, event management, project management
Mission statement	Our PR consulting is geared towards enhancing the image of our clients and fostering their relationships with specific target groups in the long term.
What's special	Knowing both sides: PR and journalism - working for bicycle companies as well as for business and consumer magazines and online media. Small efficient team and a professional network means: no overhead costs.

Team

Reiner Kolberg

Consulting, strategy, text



Martina Kurz

Project management, text, events



Michelle Wichterich

Project assistance, social media



+ Professional partners

From a wide national and international network

Management

Reiner Kolberg



University degree including social media management. Certified trainer and project manager with 15 years of experience in Marketing / PR communications in responsible positions working for the industry as well as PR and advertising agencies.

Sound experience in the bicycle / mobility sector, first as Director of Communication at Zwei plus zwei in Cologne, then as PR consultant and journalist. Loves bicycles in every day use, e-bikes and “new mobility”.

References bicycle sector

Chariot, coolmobility (brand S'COOL), Derby Cycle (brands Kalkhoff / Raleigh), e-BikeMagazin, ElektroBIKE, Eurobike Daily, E. Ziegler AG, Fallbrook Technologies (NuVinci), GO SwissDrive, German Sport University Cologne, Klever Mobility, pressedienst-fahrrad, SAZbike, Special E, Sunstar iBike, Velobiz.de, VSF g.e.V., German Bike Association (ZIV)



Our services in detail



PR, editing and corporate publishing

- brochures and catalogues
- articles and reports (e. g., for trade and consumer magazines)
- newsletter & social media content
- corporate and customer magazines
- ghostwriting (presentations, book contributions, etc.)





Press management

- strategy development and implementation (product and company PR)
- writing and distribution of press releases
- media collaborations (competitions, raffles, etc.)
- online PR
- press conferences, press events, etc.





Internet and social media

- online strategy development and implementation
- advice on the possibilities offered by Web 2.0 and social media and on a successful start on Facebook, Twitter & Co.
- content management on social media platforms
- analyses and controlling
- crisis communication





Event management

- design and implementation of international PR and event management projects including social media integration
- e.g. press events, dealer conventions, consumer and trade fairs
- excellent service and personal approach for specific target groups
- references: Epson international press conference; award winning “Elterntaxi” (parents taxi) PR events in 14 German cities





Some examples ...

Journalism

- wide range of articles in business- and consumer magazines concerning bicycles, e-bikes and future mobility
- velobiz.de (online and magazine)
- SAZbike
- e-BikeMAGAZIN
- ElektroBike
- Eurobike Daily
- pressedienst-fahrrad
- Mobility 2.0
- Bundesverband eMobilität BEM e.V.
(German Association for e-mobility)



Public relations

- 360 degree PR for start ups and leading companies and brands
- Derby Cycle (all press releases for German e-bike market leader Kalkhoff and Raleigh)
- S'COOL Juniorbikes (successful restart 2013)
- E. Ziegler (bicycle parking facilities)
- LeaseRad (bicycle leasing)
- Klever (new e-bikes from Kymco daughter Klever Mobility starting 2013)
- Sunstar iBike (universal high quality bottom bracket eBike motor)

Kalkhoff
my bike...



S'COOL
JUNIOR BIKES
★★★★★

ZIEGLER
Außenanlagen von A-Z

LEASERAD GMBH

SUNSTAR



Web 2.0

www.e-bikeinfo.de

- development of a web portal providing information on e-bikes
- articles, photos, test reports, market information, travel guides
- full utilization of the functionalities of Web 2.0 incl. video contributions, Facebook page and Twitter account



EU wide activities marketing material / events

CHARIOT / CROOZER

www.chariot.eu / www.croozer.eu

- expanding the website and catalogues for EU distributors to include 17 languages
- photo shootings and adaption for use in the EU and in North-America / Canada
- events: dealer conventions, customer and trade fairs



EU wide activities press management

CHARIOT / CROOZER

www.chariot.eu / www.croozer.eu

- media collaborations; test reports; articles on company and products (trade and consumer media, local and nation-wide), placement in photo spreads (fashion, lifestyle)
- collaborations with: athletes, Canadian Tourism Commission, etc.
- successful crisis communication: negative test results in „Stiftung Warentest“ magazine, recall situations



We look forward to a lively exchange

Büro Kolberg 

NACHHALTIGE KOMMUNIKATION

Sustainable Communication
PR, Editing & Social Media

Rennbahnstr. 147
50737 Cologne, Germany

p. +49 221 3400785

m. +49 151 12370031

rk@buerokolberg.de

www.buerokolberg.de

