**Freudenberg Sealing Technologies Receives Award for Customer Magazine**

**Magazine ESSENTIAL Honored with Silver Certificate at Best of Content Marketing Award 2018**

**Weinheim (Germany), June 15, 2018.** Freudenberg Sealing Technologies, one of the world's leading seal manufacturers, has received a silver certificate at the Best of Content Marketing Award 2018. The customer magazine ESSENTIAL of the company was nominated as a finalist in the category "B2B Magazine". It placed second in the category "Industry, Energy, Chemicals, Pharmaceuticals, Health Care" behind Evonik. The award ceremony took place yesterday at a gala event in Vienna (Austria).

With more than 700 submissions, the Best of Content Marketing Award is the largest competition for content-driven corporate communications in Europe. Since 2003, the Content Marketing Forum (CMF) and its media partners have been awarding this honor to highly deserving publications. Every year, a jury of more than 200 experts selects the best of the best in 54 competition categories from the submissions.

“It did not work out with the first prize, but we are also happy about the silver certificate,” said Michael Scheuer, Head of Corporate Communications at Freudenberg Sealing Technologies. “ESSENTIAL is a great magazine that has already won other national awards; today’s global silver certificate, however, is particularly meaningful because we are a supplier to customers worldwide.”

Earlier this year, ESSENTIAL was honored with the silver Astrid Award and the Communicators Award, both international industry awards for excellent design. In 2017, the magazine received the Silver FOX Award and it was nominated for the European Excellence Award. Both awards recognize projects and campaigns in corporate communications.

Since 2013, the customer magazine ESSENTIAL has been published twice a year in German and in English language with a total circulation of approx. 13,000 copies. Each issue covers current societal and industrial topics that are impacting Freudenberg Sealing Technologies and its customers with informative reports, unexpected interviews, creative news articles and top quality illustrations, infographics and photos. Using the full range of journalistic formats, stories are typically presented from the perspective of users and pioneers. Recurring categories and article series give the magazine structure while short, quickly read content alternates with more thorough, in-depth coverage.

The top-quality writing and illustrations found in ESSENTIAL are well matched with a rich, high-quality layout. Cover stories set the overall theme for each issue and are uniquely presented to build cohesion throughout the magazine. Style cues include recycled paper, an understated color palate and complete story layouts that do not require the reader to “jump” to back pages to finish an article.

Since the beginning of 2017, the magazine also fills the news section on the company's website, [www.fst.com](http://www.fst.com), with current stories on a weekly basis. In addition to that, the publication provides the basis for content and conversations on the company's social media channels.

ESSENTIAL was originally conceived as a resource for the customers and business partners of Freudenberg Sealing Technologies but is also available to any interested reader. An archive of all issues is available at <https://www.fst.com/newsroom/overview-essential#page-1>

***Image:*** *FST\_ESSENTIAL\_EN.jpg*

**About Freudenberg Sealing Technologies**

Freudenberg Sealing Technologies is a longstanding technology expert and market leader in sealing technology and electric mobility solutions worldwide. With its unique materials and technology expertise, the company is a proven supplier for demanding products and applications, as well as a development and service partner to customers in the automotive industries and in general industries. In 2017, Freudenberg Sealing Technologies generated sales of about €2.3 billion and employed approximately 15,000 people. More information at [www.fst.com](http://www.fst.com)

The company is part to the global Freudenberg Group which, with its Business Areas Seals and Vibration Control Technology, Nonwovens and Filtration, Household Products as well as Specialities and Others. In 2017, the Group generated sales of approximately €9.3 billion and employed more than 48,000 associates in around 60 countries. More information is available at [www.freudenberg.com](http://www.freudenberg.com).

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