

Perfect Communication

EBV's Knowledge Magazine The Quintessence Wins Awards

POING, Germany: Forum Corporate Publishing (FCP) awarded EBV Elektronik's knowledge magazine The Quintessence its Best of Corporate Publishing Award on June 18th 2015. The prize is only one of three honours that the magazine has received to date. In addition to Germany's Best of Corporate Publishing Award, The Quintessence has received an ASTRID Award in the US and been nominated for the European Excellence Award.

The Quintessence of Cybersecurity issue was selected as winner of the Cover of the Year Award in Europe's largest corporate publishing contest, FCP's Best of Corporate Publishing Competition. FCP has been honouring the best company publications with awards since 2003. This year a total 729 publications entered the competition.

The Quintessence was also distinguished with an Honours Award in the Corporate Publishing Magazine category in conjunction with the 2015 ASTRID Awards. Presented by the independent organisation Mercomm of the US, the prize is given to honour outstanding results in the area of international corporate design. More than 550 entries from all around the globe took part in this year's competition.

The journal has also been nominated in the past for the European Excellence Award in the Corporate Publishing category. A European magazine for corporate communications and public relations, Communication Director, presents the award for outstanding PR projects and communications campaigns.



EBV Elektronik's Vice President of Communications Bernd Schlemmer says, "Our aim with The Quintessence is to publish a high-quality, informative and exciting magazine." EBV has been reporting about the latest in applications, trends and technologies from the world of electronics for eight years. "Every issue of The Quintessence is dedicated to a different field of application for mod-

ern electronics – from Industry 4.0 to medical technology and beyond to smart systems," explains Schlemmer. "Different vertical segments of the market that we have distributed throughout our solution and product portfolio resonate in the publication," he adds.

Written by specialists, the magazine's editorial expertise and particularly its creative presentation are persuasive. The covers of each issue are tailored to suit an actual theme from the world of electronics. On one cover, a lenticular foil uses two varying perspectives to show two different images and give readers a glimpse behind the scenes (The Quintessence of Cybersecurity). A wafer-thin electronic component was incorporated in the cover of another issue to demonstrate the possibilities presented by today's technology (The Quintessence of Sensor Technology).

The owner and managing director of the agency IndustryAgents, Eva von Einsiedel, produces The Quintessence and developed the concept. She says, "The issue topics are right up with the times. We demonstrate opportunities out there that exist thanks to electronics. At the same time, EBV tones down its own PR to leave plenty of space for what really interests the reader."

The current issue – also the sixteenth in the series – is dedicated to Industry 4.0. The magazine appears in English and German throughout the EMEA (Europe - Middle East - Africa) in print runs from 10 thousand to 25 thousand copies. The Quintessence can be ordered free of charge at www.ebv.com/tq in print form or as an ePaper. Apps for reading on a Tablet-PC are available at the Apple and Android app stores as "TQ by EBV".

About EBV Elektronik

EBV Elektronik, an Avnet (NYSE:AVT) company, was founded in 1969 and is the leading specialist in European semiconductor distribution. EBV maintains its successful strategy of personal commitment to customers and excellent services. 230 Technical Sales Specialists provide a strong focus on a selected group of long-term manufacturing partners. 110 continuously trained Application Specialists offer extensive application know-how and design expertise. With the EBVchips Program, EBV, together with its customers, defines and develops new semiconductor products. Targeted customers in selected growth markets will be supported by the Vertical Sales Segments. Warehouse operations, complete logistics solutions and value-added services such as programming, taping & reeling and laser marking are fulfilled by Avnet Logistics, EBV's logistical backbone and Europe's largest service centre. EBV operates from 62 offices in 28 countries throughout EMEA (Europe – Middle East – Africa). For more information about EBV Elektronik, please visit www.ebv.com.

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