How to Write a Press Release

Emily Probst, Managing Editor, Modern Machine Shop
The Basics

• **Be concise.** 400 words plus one image.
• **Pick a product.** Focus on one product per release.
• **Be technical.** Talk about features of the product. Tie those features to benefits or applications.
Example: A Good Press Release

- Includes specific technical information
- Includes high-resolution images, appropriately named
- Includes hyperlinks
- Includes media contact
- Includes company name/description
- Excludes “fluff”
Example: A Good Press Release

Mitsui Seiki USA, Inc. will demonstrate the broad capabilities of a new family of Vertex 5-axis hybrid vertical machining / grinding centers in booth 338519 (McCormick Place South Building) at IMTS 2018. The Vertex Hybrid 0 55-SX / 75-SX / 100-0X machines provide CMM-level precision in critical high speed milling and grinding applications such as lights-out machining of die and mold, optical and tubing components. The machines are capable of 0.0003" (7.5um) or better precision in 3-2 or fully simultaneous 5-axis machining, carrying out high speed milling and grinding via a 25,000 RPM main spindle and ATC changeable air spindles of 40,000 to 90,000 RPM capacity.

The new machines take advantage of Mitsui Seiki’s engineered accuracy and rigidity to allow volumetric calibration according to ISO10360-2 using latest FANUC 3D volumetric compensation features, and enable use of in-process 3D (NIST) traceable measuring capability. A part spinning process produces tangential planetary work spindle alignment, emulating the U-axis motion of jig grinding equipment. The machines can employ trochoidal dynamic power or high-speed cutting strategies up to 90,000 RPM.
Example: A Good Press Release

Key features include automatic in-process grinding wheel dressing and size measurement and wheel calibration. AE sensors and software guided application strategies monitor milling and grinding process finishes.

Vertex machines feature proprietary cast iron beds and a solid “box-in-box” design that provide superior rigidity, stiffness and agility. Innovative machine geometry results in positioning accuracy in the X, Y, and Z-axes of 0.001 mm (0.000040”), ±6 arc seconds in the A-axis, and ±6 arc seconds in the C-axis.

Hand-scrapped guideways maximize precision. An advanced thermal compensation system assures size consistency, and glass scales provide minimum resolution of 0.001 mm.

Mitsui Seiki will demonstrate the machines’ capabilities with a combination of milling and grinding on operations on a G2 steel plate, hardened and heat-treated to 60-62 HRC. A form milling tool will rough and pre-finish corner relief, followed by a form-grinding wheel for finishing. After a rounded triangular pocket is milled in the part’s center, a variety of grinding wheels will form critical step features.

For more information, visit IMTS 2019 booth 330519, call Mitsui Seiki at (201) 337-1300, or browse www.mitsuiseiki.com.
Press Release Distribution

• **Send widely.** Key industry publications are available via imts.com.
• **Develop relationships.** Know trade publication editors and know their brands.
• **Send early.** On imts.com, the releases appear roughly as soon as they are edited.
Submission Checklist

• Well-written release
• Word doc
• High-resolution photo
• File names make sense
• Sent by deadline
Example: A Good Press Release

Dear Emily,

Mitsubishi Seiki USA, Inc. will demonstrate the broad capabilities of a new family of Vertex 5-axis hybrid vertical machining / grinding centers in booth 338519 (McCormick Place South Building) at IMTS 2018.

Thank you for considering this in your ‘hybrid’ category or whichever you deem suitable as you cover IMTS 2018.

Best wishes,

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Top Mistakes

• Company name is unclear.
• Company/product/booth relationships are unclear.
• Multiple products in one release.
• “Wide range of solutions” with no detail.
• PDFs

• You missed the submission deadline!
Where are press releases used?

• IMTS.com
• IMTS Technology e-newsletter
• IMTS Show Daily
• Gardner IMTS show issues
• Gardner brand websites
Product Release Deadline

Press release and Show Daily deadline for trade publications:

June 22, 2020
Have Questions? Contact Me.

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