

The background of the slide features a serene sunset over a calm ocean. A sailboat with its sails up is positioned on the left side of the frame. The sun is low on the horizon, casting a warm, golden glow across the sky and reflecting on the water's surface. On the far left, there is a vertical decorative border with a blue-to-teal gradient, overlaid with white circuit board traces and nodes.

B2B MARKETING PORTFOLIO

Carlos Melgarejo



B2B MARKETING CAMPAIGN


PLM FOR GREEN ENGINEERING & SUSTAINABILITY CAMPAIGN

ASSETS DEVELOPED:

- LANDING PAGE – WEB COPY
- CASE STUDIES
- CUSTOMER VIDEO TESTIMONIALS
- BLOGS

PLM FOR GREEN ENGINEERING LANDING PAGE

Asset developed: Web copy

 / Green Engineering

PLM for Green Engineering: Utilize Digital Thread Capabilities to Support Sustainability Initiatives

Base design and sourcing decisions on the impact they will have on your Co2 footprint

[Contact Us](#)

Control + click on image to access webpage

What is green engineering?

Today's manufacturers make decisions that can have a significant impact on the future of the environment and the people within it. There are solutions that enable 'eco-friendly' product development processes which lessen an organization's carbon footprint.

Green Engineering is the practice of leveraging PLM data not only to help calculate the Co2 footprint of a product but also to evaluate design and supply chain decisions with sustainability in mind.

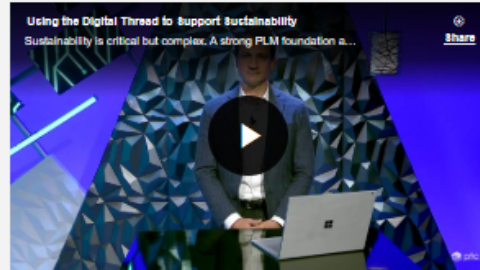
Why is sustainability important in engineering?

A great sustainability strategy requires real actions. When designing a product, engineers must take into consideration the environmental impact of the processes and materials used.

In addition to the social and environmental good they generate, green strategies can also have tremendous business benefits including:

- Reduction of raw materials and energy consumption
- Increased top- and bottom-line through recycling and reuse programs
- Ability to compete in markets with increasingly comprehensive and strict environment, health, and safety regulations
- Improved brand reputation and goodwill
- Improved company culture and employee engagement

Watch our video to learn how [PTC's portfolio of digital thread solutions](#) help industrial companies drive their sustainability initiatives.



Disciplines of green engineering: PLM and the digital thread

There are many disciplines and tools that can support green engineering initiatives. Key among them include:

⬆ Expand All ⬆ Collapse All

- ✓ Design for sustainability
- ✓ Assembly and disassembly design
- ✓ Generative design
- ✓ Manufacturing resource optimization
- ✓ Closed-loop engineering



Waste reduction

A digital thread provides complete data about a product and its parts. Manufacturers can utilize this to select and design products with recyclable parts which minimizes waste, increasing recyclability and revenue.



Materials management

By creating a circular lifecycle plan that enables materials management, your organization can use less, use better, and use again, as well as manage supplier and parts classification of sustainable materials.



Pollution prevention

Sustainable engineering along with a green PLM strategy helps manufacturers minimize the depletion of natural resources by reusing materials and eliminating waste. This protects nature while safeguarding human health.



Product enhancement

Green processes enabled by a digital thread allow products and their lifecycles to be designed sustainably. Real-time product data is used to manufacture a product, making it less prone for errors and recalls.

PLM capabilities to support green engineering

Concurrent engineering

Model-based systems engineering (MBSE)

Supplier and component management

Parts classification

Concurrent engineering

Design and develop products sustainably by connecting globally distributed design and engineering teams for a seamless workflow. By working more efficiently while tracking and tracing all design data, this information can be used when a product must be recycled.

Learn More

The Sustainability Imperative: PLM for Green Engineering

Sustainable manufacturing is creating new opportunities for businesses and the planet alike. Learn how utilizing PLM for green engineering creates a foundation for a successful sustainability program in this eBook from industry analyst CIMdata.

Read the E-book

PLM FOR GREEN ENGINEERING SUPPORTING ASSETS

Assets developed: Case Studies



Electrolux



HP



Lifetime

Control + click on each box to access assets

Case study scripts available upon request.

PLM FOR GREEN ENGINEERING SUPPORTING ASSETS

Assets developed: Customer Video Testimonial



Vestas Sustainability Initiative

Control + click on the box to access asset

Video scripts available upon request.

PLM FOR GREEN ENGINEERING SUPPORTING ASSETS

Assets developed: Blogs



Sustainable Design



Sustainable Engineering



Sustainable Manufacturing

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[Click here for more blog samples](#)

Blog scripts available upon request.

SALES ENABLEMENT ASSETS

Value Roadmap Customer References

I developed all the copy and videos for a 36-customer reference deck, with each slide featuring a solution video. This deck was designed to empower the Sales team by showcasing how our product adds real value for customers. Sales representatives use it in meetings to illustrate how current customers leverage our solutions, highlighting the tangible benefits and value they gain.

I'm showing just a sample of it below.

MULTI-CAD DATA MANAGEMENT - CUSTOMER CASE STUDY

Value Realized: Lufthansa Technik

With 800 customers worldwide and 22,000 employees, Lufthansa Technik is the leading provider of aircraft maintenance, repair, overhaul, and modification services for civil aircraft, ranging from commercial to VIP and special mission aircraft. Holding international licenses for maintenance, design, and production, they offer tailored maintenance programs, modifications, completions, and conversions, as well as innovative cabin products, material pooling, and engine services.

[Learn More](#)

⚠️ CHALLENGES

Lufthansa Technik designs, customizes, and manufactures parts, and repairs airplanes, collaborating with numerous suppliers, partners, and customers. Operating in a multi-CAD environment, they receive CAD files from various sources and in different versions. Without an efficient system to manage this CAD data, their ability to deliver value during the design phase was limited. Sharing CAD data with suppliers and customers was challenging, restricting their solutions. They needed a way to integrate all CAD data into one system for better management and enhanced value delivery.

✅ SOLUTION

Lufthansa Technik leverages Windchill for multi-CAD data management, seamlessly integrating data from various CAD systems. This solution streamlines their product development process by providing a common interface for accessing and viewing data from different CAD systems. It enables data conversion and exchange without loss of information or quality, facilitates collaboration and communication with stakeholders using a unified data format and language, and allows for the control and tracking of changes and revisions across all CAD systems.

[What is Multi-CAD in PLM and Why Does it Matter?](#)

“Do we have the ability to integrate into different systems? How to integrate the customers? What are the customer interfaces? It's their chance to really have requirement engineering. We found that within the PTC portfolio of Windchill.”

Severin Todt

Senior Director of IT, Lufthansa Technik

CUSTOMER INSIGHTS – LUFTHANSA TECHNIK



CHANGE IMPACT ANALYSIS - CUSTOMER CASE STUDY

Value Realized: Schaeffler

Schaeffler, a leading German automotive supplier, manufactures high-precision components and systems for drivetrains, chassis applications, and bearing solutions. With 83,400 employees, Schaeffler generated sales of EUR 16.3 billion in 2023. They have embraced digitalization and sustainability strategies to better serve its customers.

[Learn more](#)

CHALLENGES

Schaeffler's extensive product portfolio includes electric drives and chassis for the highly regulated automotive sector, which demands exceptional safety and compliance standards. The development of high-precision applications and the shift to mechatronic, software-driven products, and requirements have increased product complexity. To manage this complexity and increase speed and efficiency, Schaeffler required a solution to identify potential product impacts with each design change, allowing them to address issues proactively and prevent costly waste of time and resources.

SOLUTION

Schaeffler implemented Windchill to effectively manage the high rate of product changes that always happen in the automotive industry. This solution enables them to track potential impacts of these changes, with features like suspect flag marking that allow users to monitor object changes, trace dependencies, and follow traces. Reports provide visibility into the locations of these flagged elements, helping to prevent costly waste of time and resources. Additionally, Schaeffler has reduced the complexity of their mechatronic systems, further streamlining their operations.

[Understanding Change Management in Windchill eBook](#)

"We can shorten iteration of development cycles. We are having, I would say, a cost reduction in just creating, or at first creating virtual prototypes, not always physical prototypes, and test them, and then destroy them."

Helmut Huprich

Head of Engineer Applications,
Schaeffler

CUSTOMER INSIGHTS – SCHAEFFLER



MEDICAL DEVICE INDUSTRY SAMPLES



Closed-Loop Quality in the Cloud at Terumo BCT



Fresenius: Improving the Quality of Medical Devices and Care with Windchill



Revolutionizing Patient Safety With The Digital Thread




MicroVention Embarks on a Digital Thread Journey to Drive Product Development



VIDEO STORYTELLING SAMPLES

I HAVE SEVEN YEARS OF EXPERIENCE AS A TV JOURNALIST, WRITING, SHOOTING, AND EDITING NEWS STORIES, AND EIGHT YEARS IN CORPORATE MARKETING, CRAFTING VISUAL STORYTELLING THAT CAPTIVATES AUDIENCES, SPARKS EMOTION, AND DRIVES RESULTS.



WEBINARS & CUSTOMER TESTIMONIALS

Demonstrate:

- Efficiencies
 - Cost savings
 - Improved collaboration
- 
- 

CUSTOMER INSIGHTS - IROBOT



CUSTOMER INSIGHTS – VOLVO CE

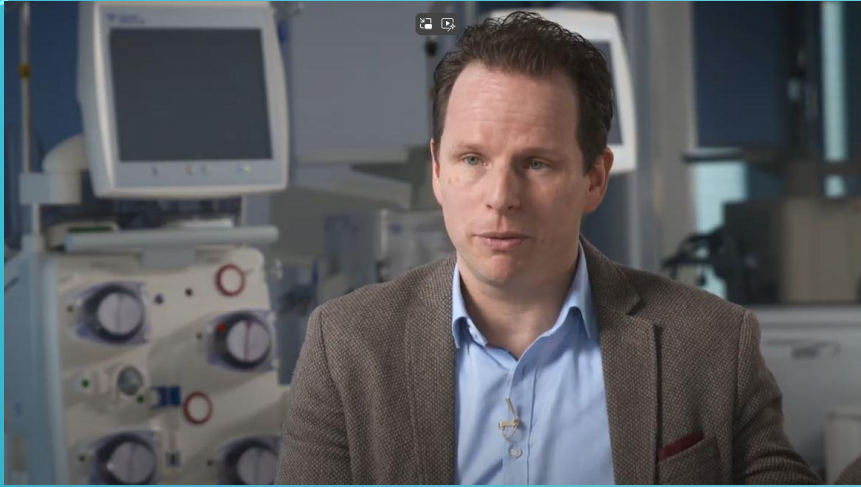


MICRO-CONTENT VIDEO STRATEGY

Once on the webpage, click on the CTAs to access Schaeffler videos

- Accelerate adoption
- Build user confidence
- Streamline buyer's journey







PENTAIR B2C MARKETING CAMPAIGN

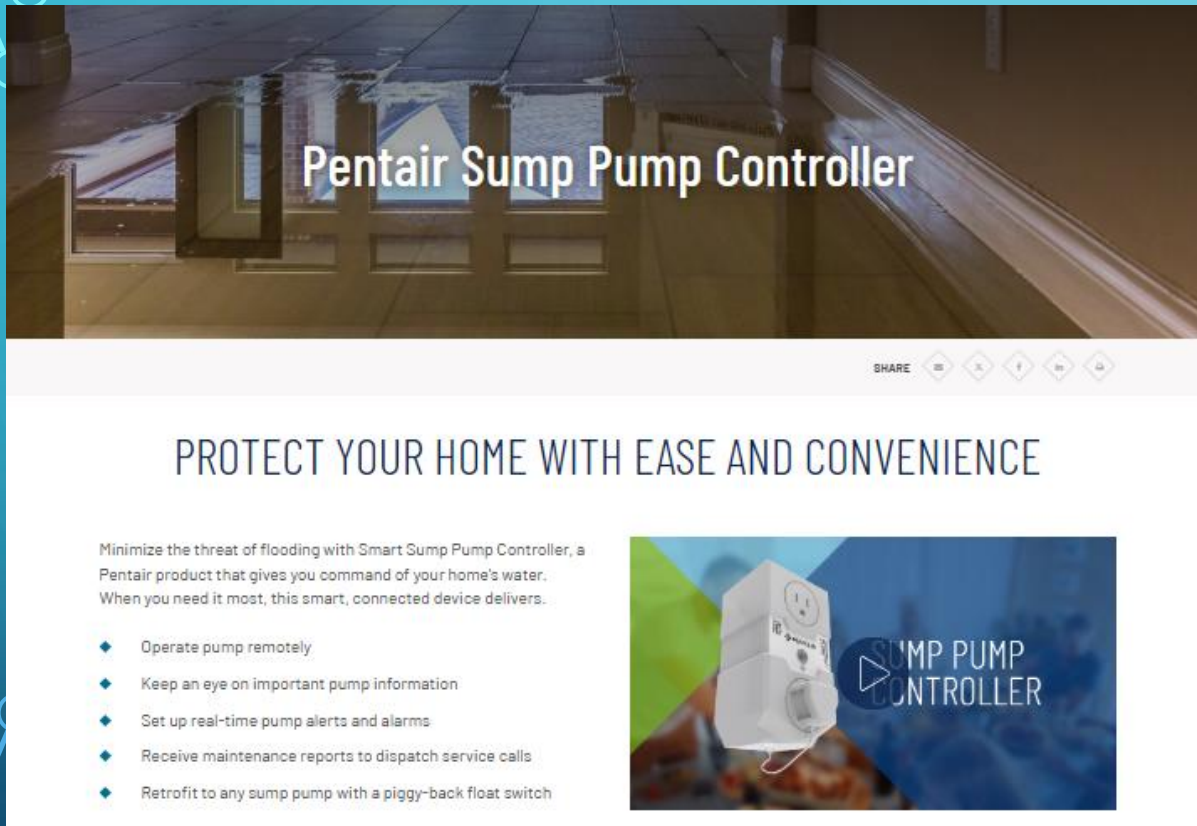
PENTAIR SUMP CONTROLLER PRODUCT LAUNCH

ASSETS DEVELOPED:

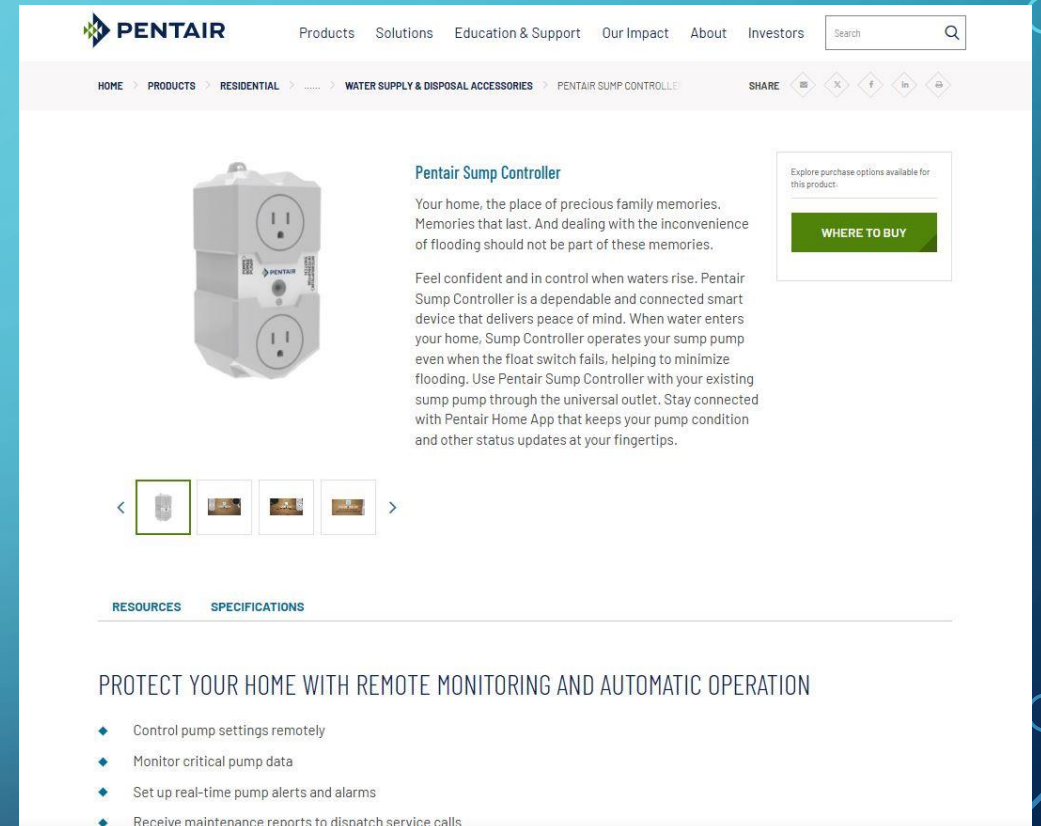
- LANDING PAGE – WEB COPY
- PRODUCT PAGE – WEB COPY
- PROMO AND OPERATION VIDEO
- SALES SHEET
- HOMEOWNER'S GUIDE
- PRESS RELEASE
- PRODUCT PACKAGING
- SOCIAL MEDIA ADS

WEB PAGES

Assets developed: Web copy



Pentair Sump Controller Landing Page



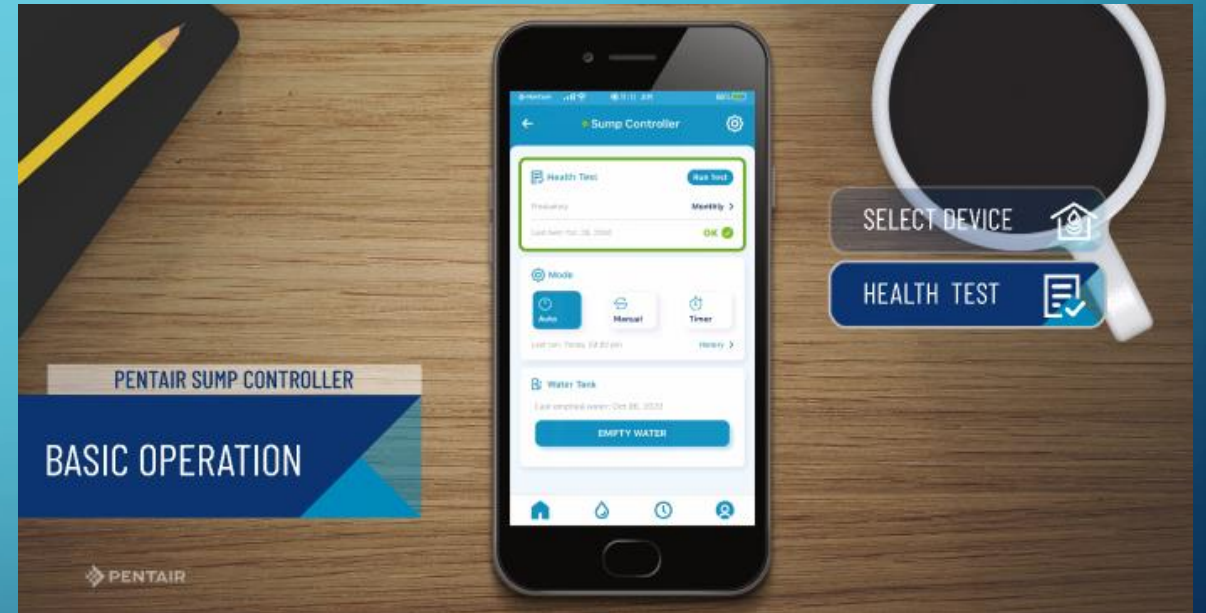
Pentair Sump Controller Product Page

Control + click on each image to access webpages

Promotional Video



Basic Operation Video



Sump Controller

Home Flooding Relief. Plug In, Connect and Relax.

Flooding can happen unexpectedly and without warning. You need to be prepared. Help minimize damage to your home and deliver convenient relief for your family with Pentair Sump Controller.

This smart connected device will inform you of any abnormal condition or issue with your sump application. With remote monitoring and system diagnostics, be empowered to protect your property and stay in control. Anytime, anywhere.

Sump Controller can detect primary float switch failure and operate your pump using a secondary high water alarm, stepping in to reduce the risk of flooding if necessary.

PUMP SETTINGS
Control pump settings remotely from your phone.

SYSTEM ANALYTICS
Monitor your device with system diagnostics and analytics.

HIGH WATER ALARM
Stay aware and take action with a high water alarm.

PUMP CONDITION
Be informed with abnormal pump condition detection.






Easily retrofittable and simple to connect!

ORDERING INFORMATION						
Model	Description	Weight (Lbs. / Kg)	Dimensions (In. / mm)			Master Pack Quantity
			L	W	H	
SSPC	Pentair Sump Controller	Controller	0.9	2.8	3.1	0.2
		Carton with Controller	1.1	3.5	7.1	5.4
		Controller with plug	0.5	88.9	180.0	125.9
			3.56"	Controller depth with plug		
			90.17mm			

PENTAIR Insist on Pentair to Stay in Control When Flooding Occurs. Visit [Pentair.com/sumpcontroller](https://www.pentair.com/sumpcontroller)

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PENTAIR HOME

SUMP CONTROLLER


Homeowner's Guide

ENGLISH: 1-14 • ESPAÑOL: 15-28 • FRANÇAIS: 29-42




Download on the  App Store

GET IT ON  Google Play



FOR IMMEDIATE RELEASE

New Pentair Smart Sump Controller Helps Protect Homes from Flooding

User-Friendly, Connected Device Empowers Homeowners to Take Preventive Action Anytime, From Anywhere

LONDON – April XX, 2021 – Pentair (NYSE:PNR), a leading provider of water treatment and sustainable solutions, introduces its versatile sump pump controller to help minimize the risk of flooding at home. The [Pentair Sump Controller](#) is a smart, connected device that offers ease and confidence to homeowners by providing real-time plump alerts via the Pentair Home app, and activating the sump pump when waters rise in the home during a weather event.

"For most people, their home is one of their biggest investments. Our new Sump Controller is the ideal solution to provide peace of mind and help protect your property when potential flooding and unwanted water put your home at risk," said Greg Claffey, Vice President of Pentair Residential and Irrigation Flow. "At Pentair, we are dedicated to providing smart, sustainable solutions that deliver convenience and ease of use while empowering homeowners to better manage home water needs."

The new Pentair Sump Controller is one of a range of smart solutions on the Pentair home app that help homeowners stay connected and manage their water from the convenience of their mobile device. Designed with an emphasis in convenience, the sump controller paired with the Pentair Home app enables the user to operate their sump pump remotely, access important performance information and receive real-time alerts. In the event the basement starts to take in water, the sump controller activates the sump pump and will operate the pump even when the primary float switch fails, helping lower the risk of flooding and damage to property. It also counts the number of cycles the pump has completed and the amount of run per cycle, helping detect failures before they occur. The universal outlet allows the user to retrofit the Pentair Sump Controller with most existing sump pumps.

Additionally, maintenance reports through Pentair Home allow the user to stay connected with a local pump dealer to fix any potential issue. With remote monitoring and system diagnostics, the homeowner is empowered to protect their property and stay in control anytime, anywhere.

To learn more about the Pentair Sump Controller, please visit pentair.com/sumpcontroller.

About Pentair
Pentair makes the most of life's essential resources. From our residential and business solutions that help people move, improve and enjoy their water, to our sustainable innovations and applications, we deliver smart, sustainable solutions for life.

Pentair had revenue in 2020 of \$3 billion, and trades under the ticker symbol PNR. With approximately 9,750 employees serving customers in more than 150 countries, we work to help improve lives and the environment around the world. To learn more, visit www.pentair.com.

###

SOCIAL MEDIA ADS



Pentair

Sponsored · 🌐

You can't always be home. Pentair Sump Controller can. Get sump pump data, flood alerts and peace of mind. Feel confident we'll take care of the fort for you.



When You Get Back Home, Know What to Expect



Pentair

Sponsored · 🌐


Remote pump monitoring now fits in a small box. Pentair Sump Controller can help you be in control and feel confident when water threatens to flood your basement.



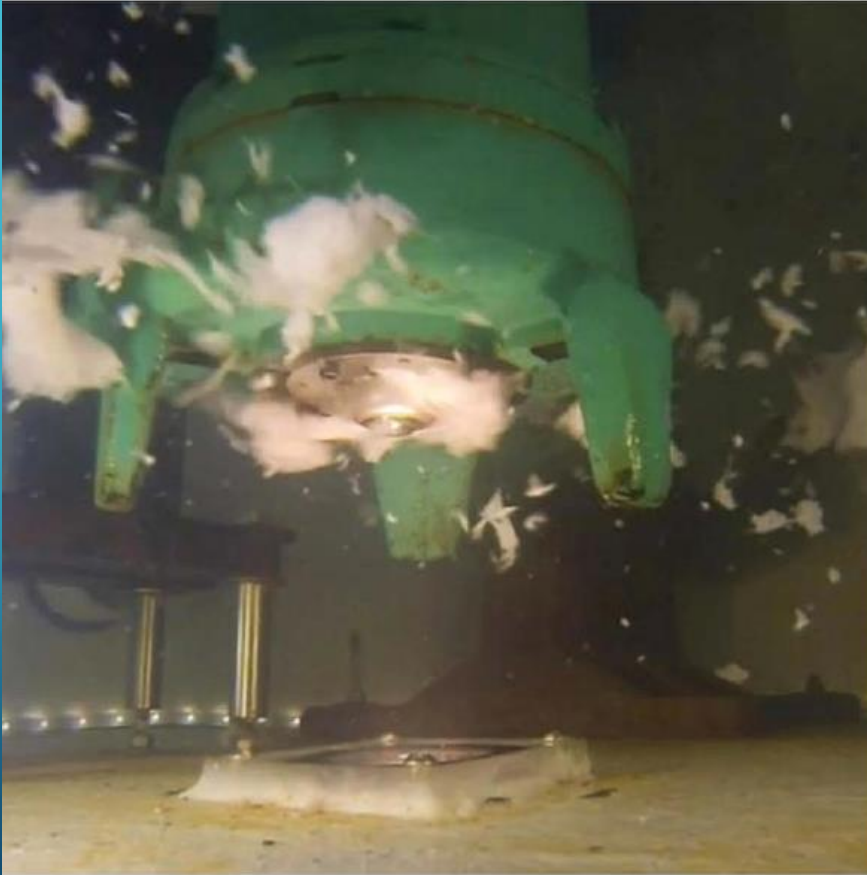
Unbox Home Flood Protection and Peace of Mind




CREATIVE /FUN TONE EXAMPLES

 **Pentair**
Sponsored · 🌐


Register for our Grinder Pump Virtual Demo. Watch as we feed our hungry grinder pump jeans, mop heads, rope and swiffer pads.



PENTAIR.COM
Let us handle the feeding frenzy for you [Learn More](#)

 **Pentair**
Sponsored [Like Page](#)

As water rushes in, money rushes out. If you don't rush to clear it out of your home, it'll cost you. Remove unwanted water quickly with Pentair Utility Pump Solutions.



Pentair Flotec FPOF360AC Cyclone™
Water Removal Utility Pump

★★★★☆ Amazon customers star rating

What enters as water doesn't have to exit as money.
[Your Description Here](#)

POSITIVE TONE EXAMPLES

 **Pentair**
Sponsored · 

Canned food, water, flashlights, sump pump...sump pump? Don't have a sump pump to help keep your basement dry? Don't know where to start? Consider Pentair Water Disposal Pumps to help you prepare!



[PENTAIR.COM](https://www.pentair.com)
Your Hurricane Preparedness List [Learn More](#)

 **Pentair**
Sponsored · 

Once the high winds let up and your basement is still dry, have a sigh of relief knowing that Pentair Sump Pump Solutions have helped protect your home and your family.



[PENTAIR.COM](https://www.pentair.com)
Are You Prepared for Hurricane Season? [Shop Now](#)

DIGITAL DISPLAY ADS - HYPRO



Insist on Pentair Agricultural Spray Nozzle Solutions!

PENTAIR
HYPRO

Agricultural spray nozzles.
Small in size. Big in application
efficiency and accuracy.
Leverage their full potential.

[Shop Now](#)



Insist on Pentair Agricultural Spray Nozzle Solutions!

PENTAIR
HYPRO

Have a specific agricultural
spraying task at hand?
We have a specific nozzle for that.
Highly engineered for your demands and for
effective and precise applications.

[Shop Now](#)



Insist on Pentair Agricultural Spray Nozzle Solutions!

PENTAIR
HYPRO

Because this is how you get things done.
Cruise around your field with confidence while spraying
accurately, efficiently and with minimum droplet drift.

[Shop Now](#)



Insist on Pentair Agricultural Spray Nozzle Solutions!

PENTAIR HYPRO

Is part of your spraying gone with the wind?
Help minimize droplet drift and maximize peace of mind
for a highly efficient agricultural pesticide application.

[Shop Now](#)

OTHER VISUAL SAMPLES

Animation Video



Grinder Pumps Infographic

Cutting Edge Performance. **FOR LIFE.**

82% of dishwasher leaks at home. This produces large quantities of grease and food particles which often times end up in basement drains and municipal wastewater systems.

47% of reported sewer clogs also come from "household and industrial waste."

IN 2011 AN EIGHT-PERSON CREW WORKED SEVEN DAYS A WEEK TO CLEAR A 100-TON (EQUAL TO 11 DOUBLE-DECKER BUSES) SEWER BLOCKAGE IN LONDON.

WET WIPES ARE A \$2.1 BILLION INDUSTRY AND MOST OF ITS PRODUCT ARE LABELED "FLUSHABLE."

These products greatly contribute to the FFOI problem in wastewater systems, creating clogs and accumulating commensals.

Disposal pumps which are typically located inside the stallroom, grind the waste into small pieces to help prevent clogs as it travels to the sewage treatment plant. These pumps rely on performance and other technology.

WHAT NOT TO FLUSH³

- Diapers
- Paper Towels
- Dental Floss
- Feminine Products
- Wet Wipes

Flushing or flushing non-compliable items down the drain can cause clogs and backups.

Fighting clogs puts a strain on maintenance crews who work long hours and are on-call.

Combating clogs is expensive. Cities like New York City have spent \$100 million over five years to repair the 7.5 million sewers spread half a million dollars a year.

Sewer system clogs and damaged pumps are expensive to repair, necessitating the connectivity.

Get peace of mind with Pentair Grinder Pumps that will perform efficiently and not through the toughest solids.

Featuring Pentair Patented Axial Cutter Technology that easily slices through FFOI and trash without tearing or changing.

Its curved leading edges create a scissor action, cutting material and pushing it away.

Pentair Myers VME200, VME300, & VME400 Centrifugal Grinder Pumps

These pumps efficiently eliminate challenging sewage solids in your facility. They are ideal for commercial, industrial and municipal applications.

Pentair Myers VME1100 & VME1300 Centrifugal Grinder Pumps

Engineered from the ground up to help you overcome the increased debris and higher pressure required in today's wastewater environment.

Pentair Myers V Series Patented Axial Cutters

Easily slices through solids and trash found in wastewater without grinding. It features the only scissor system that saves you downtime and maintenance costs.

Where to consider your new Pentair Myers V Series Grinder Pump:

- Apartment Complex
- Public Home Parks
- Gas Stations
- Truck Stops
- Hotels
- Wastewater Systems
- Lift Stations

FOR MORE INFORMATION VISIT PENTAIR.COM/VEERES-GRINDERS

Tradeshow Booth



TRADITIONAL MEDIA PORTFOLIO

ProStop-E Print Ad

PENTAIR HYPRO

Smart precision spraying. Simplifying work in the field.
Cut Straight Lines to Potentially Save Time and Money

When spraying, the choice to drive around borders and water ways or drive straight through will result in either overapplication or application waste. Increase the performance of your application and reduce over-spraying with individual nozzle control. Take advantage of Pentair Hypro™ Precision Application Solutions tailored to your needs.

HYPRO PROSTOP-E SINGLE NOZZLE BODY

- Increase precision application with individual on/off nozzle control
- Optimize spray delivery and nozzle selection automatically while spraying

HYPRO PROSTOP-E DUAL NOZZLE BODY

- Apply individual nozzle control with A, B, A+B functionality for similar distribution pattern as speed changes
- Switch between two nozzles to cover a wide range of operating speeds while maintaining constant spray quality and eliminate misapplication

To learn more about what our solutions can do for you, visit pentair.com/precisionagriculture

"The overlap savings and just the time savings are astronomical. I can go in there and cut straight lines and be out of there in 20 minutes."
— Chad Reibacker - Country Farms Cooperative

Nozzle Countertop Display

Assembly Instructions

PENTAIR HYPRO

SPRAY NOZZLE SELECTION

Select Your Nozzles With Ease.

FERTILIZER	HERBICIDE	POST-EMERGE PLANT HEALTH
Hi-Flow The choice for precision application with nozzles for herbicides, fungicides, and insecticides. PMF system compatible	ESI Six Stream Ideal for spraying liquid herbicides with small grain crops. PMF system compatible	Ultra Lo-Drift Ideal for spraying herbicides and insecticides where drift control is important. Adjusts all flow rates for low drift. PMF system compatible
	Ultra Le-Drift Max Ideal for reducing drift up to 90% in wide range of operating conditions. Specifically designed for spraying herbicides and insecticides. PMF system compatible	3D Alternating bottom and top nozzles for superior coverage. Also available with 3D nozzles for superior coverage. PMF system compatible
		GuardianAIR Twin Capable of offering superior control and efficiency with top patterns to cover 100% of the target. PMF system compatible

PENTAIR HYPRO

SPRAY MORE EFFICIENTLY AND GAIN PEACE OF MIND.
pentair.com/hypro

Intellidrive Trifold Brochure

UPGRADE YOUR HOME'S MOST IMPORTANT APPLIANCE

Today's homes are getting smarter every day, providing you with the dependability and performance you demand. Enjoy a great shower with constant water pressure. With Pentair Pentek Intellidrive, the power and control are yours.

- Increased protection
- More control over your water pressure
- Constant connectivity with Pentair Home App, alerting you of problems with your system

BE IN CONTROL WITH CONSTANT CONNECTION.

Monitor your well water system at any given moment with most mobile devices. Whether you're home or away, 24 hours a day, 7 days a week, Pentair Home App puts the power of connectivity at your fingertips and lets you be in charge.

- STATUS**
View system status and drive settings remotely when troubleshooting
- PRESSURE**
Check actual system pressure at any given time
- FAULT CONDITION**
Take action when alert notifies the drive has stopped running
- INTERNET CONNECTION**
Stay always connected with notifications that the drive is online
- CONNECT WITH A PROFESSIONAL**
Connect Pentek Intellidrive and Pentair Home App with your contractor to share system information and decide what action to take.

Enjoy peace of mind knowing this precious resource can always be there when you and your family need it. Also, be informed of the condition of your water pressure and control system.

Visit www.pentair.com for more information.

PENTAIR

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Ontario Fax: 888.808.5448

YOUR HOME'S WATER: VITAL. INVIGORATING. UNDER CONTROL.

PENTAIR PENTEK INTELLIDRIVE with PENTAIR HOME

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EXTRA ASSETS

[Vestas Digital Innovations | PTC](#) - I developed all the solution videos for this webpage

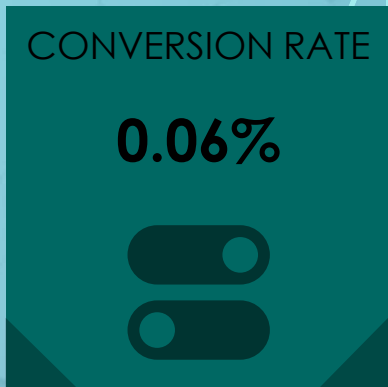
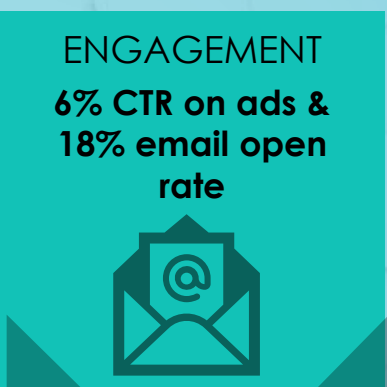
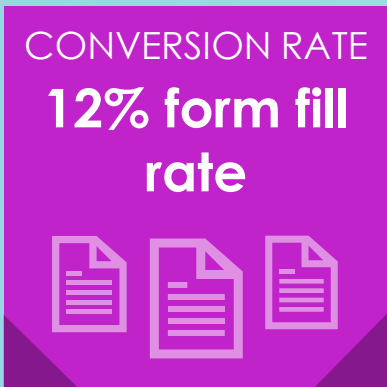
Long-form video stories – I scripted each of these customer testimonials:

- [Volvo Construction Equipment: Managing Complexity with Windchill Modular Platforms | PTC](#)
- [Lufthansa Technik Soars to New Heights in Manufacturing and Service by Implementing a Digital Thread | PTC](#)
- [Schaeffler: Building a Digital Thread for Mechatronic Design and Software Driven Innovation | PTC](#)

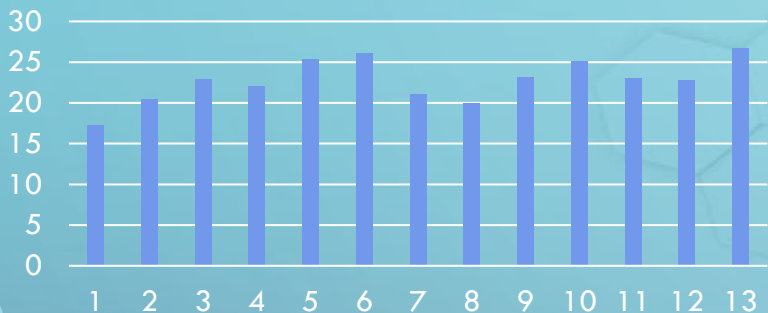
Blogs:

- [PLM in the Automotive Industry](#)
- [What is an Information Silo?](#)
- [5 Key Considerations When Selecting BOM Management Software](#)

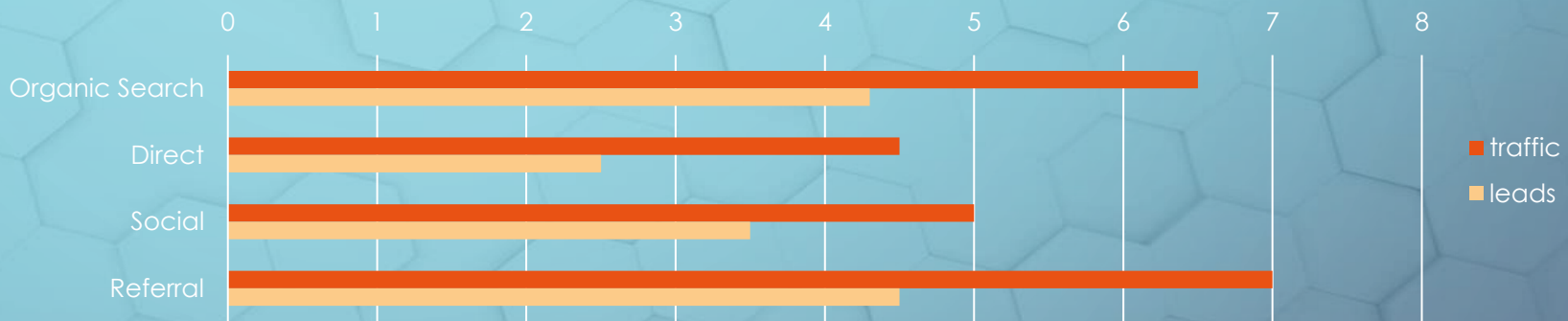
• SLIDE 8



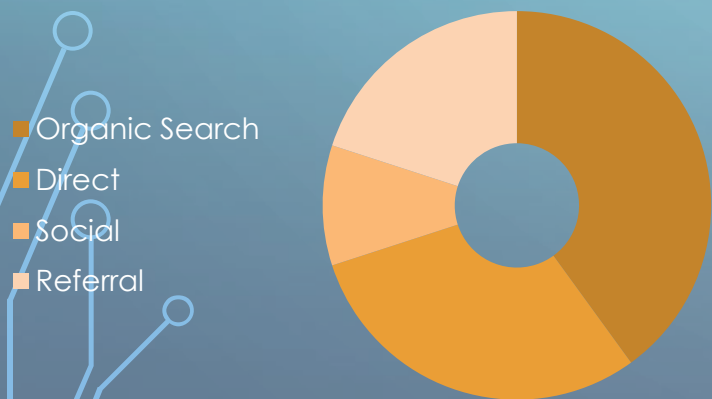
SITE VISITS by Month per 5k



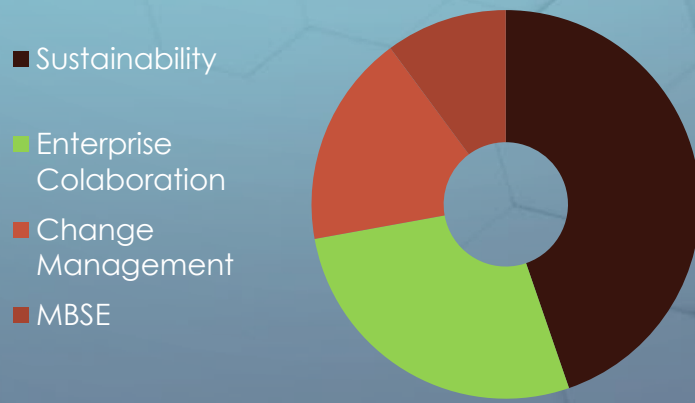
TRAFFIC and LEADS Per Source



TOP CHANNELS by Conversion



TOP CAMPAIGNS by Conversion



TOP PAGES by Conversion

