

Press release

Digital ATLAS: Gebrüder Weiss launches online version of its successful customer magazine

Informative reports, insightful interviews and fascinating stories from around the world, available now at www.gw-atlas.com

Lauterach, February 23, 2021. Gebrüder Weiss is now making the top articles from its multi-award-winning ATLAS magazine available to readers online. Select stories, reports and interviews from earlier print editions are available to download from www.gw-atlas.com. “Our aim with ATLAS is to entertain and inspire people and give them new insights into the subject of mobility and the logistics industry. With the digitization of the existing print magazine, we can further develop its content and design,” says Frank Haas, Head of Corporate Brand Strategy & Communications at Gebrüder Weiss.

The current articles published online include a report on a trucker’s journey from Istanbul to Tbilisi, an interview with Heidi Senger-Weiss about her time at the top of the company and optimistic stories from Austria, Croatia and Kazakhstan. However, the customer magazine’s online presence is more than just an archive. As well as having the option of searching interactively by subject, edition or author, you can also access stories that did not appear in the print editions and use Instagram and Facebook to keep yourself up-to-date with new additions to the website. “Just as the Gebrüder Weiss approach to digitization is to have ‘the best of both worlds,’ the same thing applies here: one does not replace the other, but the two media complement one another perfectly,” says Frank Haas, explaining the customer magazine’s two-pronged approach.

A successful year

The customer magazine ATLAS has been published twice a year since 2012. It is produced by the Gebrüder Weiss Communications Department, led by Frank Haas, in collaboration with the Groothuis agency in Hamburg. Gebrüder Weiss won the Gold Best of Content Marketing (BCM) Award in 2014, 2019 and 2020, and in 2019 it also won the “Grand Prix” for particularly outstanding work. In October 2020, Gebrüder Weiss was one of the winners of the prestigious Red Dot Award.



Caption: The Gebrüder Weiss customer magazine, ATLAS, can now also be found online. (Source: Gebrüder Weiss)



Caption: Frank Haas, Head of Corporate Brand Strategy & Communications at Gebrüder Weiss. (Source: Gebrüder Weiss / Gnaudschun)

About Gebrüder Weiss

With more than 7,300 employees, 150 company-owned locations and an annual turnover of 1.7 billion euros (2019), Gebrüder Weiss ranks among Europe's leading transport and logistics companies. In addition to its core business of land transport, air & sea freight, and logistics, the company operates a number of highly specialized industry solutions and subsidiaries under the umbrella of Gebrüder Weiss Holding AG, based in Lauterach (Austria) – including the logistics consultancy firm x|vise, tectraxx (industry specialist for hi-tech businesses), dicall (communications solutions, market research, training), Rail Cargo (railway transports), and the Gebrüder Weiss parcel service GWP, co-shareholder of the Austrian company DPD. This bundling of services allows the corporate group to respond to customer needs quickly and flexibly. Today, having implemented a variety of environmental, economic and social initiatives, the family-run company with a 500-year history is also considered a pioneer in sustainable business practices.

Contact

Gebrüder Weiss Corporate Communications

Merlin Herrmann

press@gw-world.com

Bundesstrasse 110, A-6923 Lauterach

T +43.5574.696.2169

F +43.5.9006.2173

www.gw-world.com

www.gw-world.com/de/news