

Creturner Group selects Advisory as new media agency

Creturner Group, in green technology and climate solutions, announces that it has chosen a new media agency to take its communication strategy to the next level.

Stockholm - Creturner Group, a player in green technology and climate solutions, announces that it has chosen a new media agency to take its communication strategy to the next level. The choice of Advisory will strengthen the company's presence and position in the market, while emphasising Creturner's commitment to promoting a green future. In order for Creturner's visual communication to be perceived in line with the company's position and potential in the market, a new collaboration with Advisory has now been initiated. The goal of the parties' collaboration is to increase visibility, develop communication and thereby contribute to increased business growth for Creturner.

With its expertise in marketing and communication, Advisory will be a valuable partner for the Creturner Group. By utilising Advisory's strategic insights and creative abilities, Creturner Group will be able to reach a wider audience, raise awareness of its innovative solutions and inspire a transition to a more sustainable and climate-smart future.

--For us at Creturner, communication is important and now we have identified a roadmap for how we will develop communication towards investors, end customers and partners. During the spring of 2023, we have worked closely with Advisory, which has now developed our visual identity. I am very pleased with this work and also the end result! Advisory is an important partner in our continued work to reach out with our offers, market the company for increased awareness and communication with existing and future investors. They are professional, fast, accurate and responsive. We will benefit from their expertise to drive business to Creturner and they are an important piece of the puzzle for the commercial scale-up that we have ahead of us," says Joakim Erlandson, CEO of Creturner Group.

- "Advisory works with several customers in a listed environment, but no other company we work with has a potentially as exciting future as Creturner. Our collaboration has initially consisted of a development of the company's visual identity and now we look forward to starting the work with lead generation. Our mission is clear and now we are putting full focus on strategic communication that will help Creturner achieve increased sales, new relationships and increased awareness as a player in Green tech, says Kristoffer Dahl - CEO Advisory.

Facts Advisory

Advisory is a media agency founded in Växjö that also has establishments in Kalmar, Gothenburg and Stockholm.

The company was named a Di Gazelle company in 2022 and was also nominated as a finalist in the "agency of the year" competition. Advisory works with a large number of different customers, but examples of companies that in addition to Creturner operate in a listed environment include CTC (nibe) and Fortnox.

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Facts about Creturner Group

Creturner Group AB is a group with two business areas in environmental technology. The digital part is a technical calculation business that is expanding to strengthen its long-term potential and create a presence in the rapidly growing market for calculation capacity. The company has its own facilities in Sweden with its own energy production to reduce raw material costs and environmental impact.

The environmental technology division offers corporate customers an efficient and permanent method of carbon offsetting their operations. The method is based on Bio-CCS (Carbon Capture and Storage), which involves converting residual biomass into the element carbon and depositing it to reduce the amount of CO₂ in the atmosphere. Creturner's corporate customers can then purchase carbon offsets in the same way as traditional carbon offsets such as tree planting. Unlike tree planting, Creturner's method is immediate, permanent and clearly measurable. The follow-up is done through linked smart contracts that give the customer insight into the outcome and future financial returns from the environmental investment.

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Attachments

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