



**HANDLE
MORE
BUSINESS**

Powerful tools.

PR is a powerful tool for warehousing companies to harness in 2026. PR builds relationships with everyone the company needs to succeed.

A press release, also called a news release or media release, is an official written announcement from an organization to the news media about something newsworthy.

In this modern world with AI, automated warehouses and robotics are press releases still relevant?

YES

With the right strategy and plan, press releases can be a valuable way to keep trade, local and national audiences in the know about your company.

ACTIONABLE STEPS

**to Build Your
Business with Press Releases.**

When it comes to material handling industry leaders, we have to reach our audiences where they are at – this means video and audio (think podcasts).



ONE

Start with a press release written for you audience. Once it is written, answer these two questions:

- ⚡ Does this announce news, written in a way media could copy and paste as a news article?
- ⚡ Is this written in a way that is interesting to the decision makers that buy our product or service?



TWO

Internal Audience – Share the news with employees first!
This could be over an intranet, email or company-wide SMS.



THREE

Inform the media

- ⚡ Press releases exist to give journalists the information they need to write stories, so email it directly to the journalists covering your industry. A few examples of media that should be on your list are *Modern Materials Handling*, *DC Velocity* and the *New Warehouse Podcast*.
- ⚡ Newswire Distribution: For the right situation, using a newswire for distribution can bring significant value. However, we don't recommend it for every press release. When we do recommend it, these are two of the reasons – ensures compliance for public companies and/or provides guaranteed, wide distribution to media, investors and consumers.
- ⚡ Follow-up calls and emails to offer interviews with a company spokesperson.



FOUR

Trade Association Relations: The goal is to reach decision makers with your message, and those decision makers are part of trade associations. The top associations offer different opportunities for members to share press releases.

- For example:**
- ⚡ MHI allows member companies to post the news to their page.
 - ⚡ MHEDA has distributed one news release for member companies to all of its members once a year in the past. Check with your association to see what they offer in 2026.



FIVE

Social Media - It's 2026, and LinkedIn has more than 1 billion users!

- ⚡ Post your news with a great video or photo to LinkedIn and have an internal team of company influencers share it shortly after it posts.
- ⚡ You know where the decision makers you are trying to reach spend their time. Is it X, YouTube, TikTok, Instagram or Facebook?
- ⚡ Be sure to post the news to all your company's social media in a way that connects.



SIX

Company Website

Your news should be posted to your company's website, and we recommend listing a real reachable person as the media contact. In our modern digital world, there is still power in a personal connection to a real person that will really get right back to you. Especially in the warehouse!



SEVEN

Newsletter

Consider a marketing email announcing the news to customers. Content remains the same but adjust the voice to be speaking right to those customers that subscribe to your marketing emails.

RESULTS

Measure it! Set specific metrics such as number of media pickups or website traffic to measure the reach and reaction to your news release.