

## Diesel Electric Power Generation Technology

We promoted Rypos, a developer and manufacturer of proprietary self-regenerating filters for large diesel engines that enable users to meet EPA and California Air Resource Board emission standards. Applications include primary and backup power generation and off-road applications for construction, shipping, mining and rail transportation. We arranged coverage of Rypos' solution to poor air quality at a 12-acre construction site in the Bronx, N.Y. Coverage included a *Diesel Progress* feature article and other positive media exposure.

## Trayport Ltd., The EUs dominant carbon trading platform

Headquartered in the United Kingdom, Trayport, Ltd. (GFIG/Nasdaq) is the leading provider of software to the European commodity trading community. the company develops, deploys and supports resilient software for trading in any asset class worldwide in cleared or OTC markets. Its GlobalVision software is used by the world's largest trading companies in high profile markets that include derivative and cash instruments.

Trayport, also handles 85% of all carbon trading (cap-and-trade) in the European Union, and is now penetrating the nascent US carbon market. To support its North American market push, we attracted 66 journalists to a New York media event Trayport organized to educate US Media about the financial aspects of carbon trading. The event, titled, "Is Carbon the Next Big Thing for US Business?" resulted in coverage by Japan's **NHK TV, Reuters, Platts Oilgram, BusinessWeek, Forbes, Risk** and **Financial Technology**.

## Duke Energy

Our Connecticut team has served as public relations counsel for the proposed Islander East natural gas pipeline project, and we are working in partnership with Islander's legal counsel and lobbyists. We developed and support a long-term media relations approach that has taken the high road despite the often-unbalanced media coverage and the emotional and irrational claims of the project's opponents. Our media messages consistently position Islander as a company that has a strong sense of responsibility, sticks to the facts and meets the public need for energy while minimizing environmental impact.

This has paid off for Islander. Serving as media liaison, we have increased accurate reporting,

placed op-ed pieces and provided media training that enables Islander executives to respond to tough questions on air and to influence stakeholders. Our patient, measured strategy safeguards the current and future interests that Islander East and Spectra Energy have in the Connecticut marketplace.

### **International Power America**

On behalf of global energy giant International Power, we developed public awareness and education programs to promote expansion of peaking generation stations known as “peakers” in Milford and Blackstone, Massachusetts. We developed crisis communication plans to help IPA foster positive relationships with municipal officials, media, and state and federal regulators.

### **US Department of Energy and GridWise Alliance**

We researched and developed a new smart grid branding strategy for the GridWise Alliance to promote emerging smart grid policies and technologies. We also manage public relations for the leading smart grid conference in the United States, *GridWeek*, which attracted reporters from the trade and business media, including

**AP, Dow Jones**

and

**Fortune**

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### **Gas versus Oil Heat**

We represented the home heating oil industry during the gas utility campaign to switch New England homeowners from oil to gas. We launched an education campaign that resulted in environmental editors reporting favorably on the efficiency of oil heat and on the fact that gas supplies were subject to the same supply and price fluctuations as are oil. Ultimately, **Consumer Reports**

endorsed our position, reporting that

*heating with oil is*

*more*

*efficient than heating with gas*

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### **Fuel Management Software**

We implemented a public relations campaign for Wright Express Corporation, developer of an IT system for truck fleets and of systems to operate unmanned gasoline stations. The campaign resulted in coverage by *The Wall Street Journal*; *Newsweek*; *CBS-TV Evening News*; and press

from the computer, fuel and trucking industries.

## **Advanced Wastewater Treatment**

We developed and managed a community and industry information program for an advanced wastewater treatment plant in Fond du Lac, Wisconsin. The campaign for Metcalf & Eddy Environmental Engineers resulted in 30,000 local residents visiting the facility, a school program on bioengineering and science, regional and professional media coverage, and a bylined article in *Consulting Engineer*.

***Pirozzolo Company founder Dick Pirozzolo received the Boston Publicity Club Bell Ringer Award for Excellence in Community Relations for developing and implementing this program.***

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