



Media release

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IRF – we build reputations

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IRF – a leading consultancy firm for strategic communications – is giving itself a fresh new brand image. IRF Communications AG is now called **IRF Reputation AG**, and the brand is simply **IRF**. The new claim **we build reputations** underlines the focus of services on developing, managing and fostering the reputation of companies, organisations and persons.

Reputation is a key value for companies, and it is also the foundation of every successful business model. Reputation cannot be bought, but it can be developed, upheld and strengthened. This is what IRF stands for.

IRF offers customised communications solutions, ranging from strategy consulting to the devising and implementation of individual communications measures. Pragmatic, clever and subtle: these three adjectives are distinguishing features of IRF's work.

As of 1 February 2019, IRF will launch its fresh new corporate image. The new logo, the new claim and the new website (www.irf-reputation.ch) are synonymous with the expertise and experience of IRF, the four partners, Michael Düringer, Stefan Mathys, Martin Meier-Pfister and Jürg Stähelin, and the whole team consisting of a total of 13 employees.

In recent years, IRF has established itself as one of the leading Swiss consulting firms for business topics. IRF's established customer base includes about 30 Swiss and international companies. IRF has also made a name for itself in crisis communications and monitoring capital market transactions.

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