



SHC expands European PR reach with representation in five countries

“As 2026 begins, we are excited to bring Europe closer to home and we’re committed to supporting our clients in new and interesting ways, whenever and wherever we can.”

As **Suzanne Howe Communications** (SHC) begins its 30th year in business, the Kent-based PR consultancy is celebrating the expansion of its European PR coverage network.

“For many years we have supported some of the most innovative and ambitious companies in the packaging, facilities management, food and drink, and sustainable products sectors – and many of them have become increasingly interested in extending their positive impact and reach beyond the UK,” says SHC founder and Managing Director Suzanne Howe.

“We began to develop a trusted network of affiliate organisations that can support us in giving our B2B clients better reach across the Continent in 2021, and we are delighted to announce that we are now able to offer customers expanded coverage of their products and services in five countries across Europe, with more to follow.

“In Germany, we are represented by Christine Richter, the founder and head of **Richter Communications**; while in France we are represented by Raphaël Soudan from **RS Conseil France**. We have two representatives in Italy: Elena Santoro, founder of **A Quiet Place**; and Simona Bembo of The **Nursery srl**. In Poland, we are represented by Łukasz Mikołajczak and Monika Mikołajczak, from **KOMUcom**; and in Spain, by **Cut Media**’s Daniel San Román Vinagre.

“All of our partners are specialist agencies that share our excitement and passion for delivering results-driven PR campaigns. Not only will this European expansion improve our customers’ PR and communications performance, but working with affiliates will allow us to confidently and effectively track and monitor all of the media coverage that is achieved.

European coverage success

“Certain clients are already positively benefiting from our expanded European reach,” says Suzanne.

“When **Sabert Corporation Europe** acquired **Colpac** in the UK at the end of July 2025, we were tasked with ensuring that the news spread widely across Europe. In one of our most successful campaigns to date, we achieved 116 pieces of coverage with 805 brand mentions in the UK, France and Germany, reaching a total audience of over 65 million.”

In October 2025, SHC helped **Kimberly-Clark Professional™** launch its **ICON™** dispenser collection in Spain and Italy. The campaign achieved 26 pieces coverage in relevant media across both countries, reaching an audience of over 214 million.

In November 2025, SHC helped **Sabert** to launch a new version of its compact **Deli2Go** range into key European markets. A press release was sent to key media in France, Germany, Italy, Spain and the UK, resulting in 84 pieces of coverage, reaching a total audience of over 18 million, with 770 brand mentions.

“SHC has successfully positioned Sabert as the leading provider of sustainable ‘to-go’ packaging solutions for all food service operators,” says Alex Noake, Senior Vice President & Managing Director for Sabert Europe.

Award winning PR

“It is exciting to be solidly planning the next steps for the business as we begin to celebrate our 30th anniversary, and following a notable year for SHC,” concludes Suzanne. “We were a finalist in the Best Longstanding Event category in the prestigious Conference & Events Awards 2025 – with the Golden Service Awards for **Kimberly-Clark Professional™**, which we have organised for the past 18 years – and I was the winner in the Packaging Marketing Excellence Award category of **Packaging News'** Women in Packaging Excellence Awards. Add to that numerous successful PR campaigns across all our key sectors and raising close to £1,500 for our chosen charity **Mid Kent MIND** through our annual walk.

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SHC founder and Managing Director Suzanne Howe was the Packaging Marketing Excellence Award winner in the Women in Packaging Excellence Awards.

Suzanne received the award from the event host Olympic champion Sally Gunnell OBE, and the editor of Packaging News, Waqas Qureshi.

For further information, please contact:

Bill Bruce

Suzanne Howe Communications

Tel: +44 (0)2034 680923

Email: bill@suzannehowe.com

Web: www.suzannehowe.com

Notes for editors

About Suzanne Howe Communications

Founded by experienced PR professional Suzanne Howe in 1996, Suzanne Howe Communications (SHC) is widely recognised as a specialist trade PR and marketing agency.

Based in Kent, SHC operates in four sectors – packaging, food, cleaning & FM, and furniture. The talented SHC team also has experience in sustainability communications. SHC includes a hand-picked team of professionals delivering PR, social media management, marketing strategy and content generation.

Clients have direct access to its combined knowledge and skills, and can be assured that the senior team give business direction and support at the level clients require. SHC works with experienced marketing partners, offering clients integrated and creative PR and marketing campaigns, website design, exhibitions and digital marketing.

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