



CAFTA Has Impact on Manufacturing PR Firm

TR Cutler, Inc., August 18, 2005

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Manufacturing PR Firm Has CAFTA Impact

PR9.NET August 18, 2005 - TR Cutler, Inc.,(www.trcutlerinc.com), based in Ft. Lauderdale, Florida, specializes in public relations for manufacturers. According to Thomas R. Cutler, President & CEO of the firm, "The Central American Free Trade Agreement is benefiting U.S. manufacturers by eliminating tariffs on many American goods imported by Central American nations. Manufacturers in Central America are initiating PR campaigns to develop a market presence in the U.S.; U.S. Manufacturers are initiating PR campaigns to develop a Central American market presence."

Cutler's team includes Dean Schmidt, Vice President of PR Advantage Affinity Program and works with manufacturers and manufacturing associations to determine what is newsworthy and merits media coverage. Schmidt brings operations expertise to the team and will establish measurable impacts and metrics for manufacturing clients and noted that, "The passage of CAFTA is a strong indicator of global marketing in the manufacturing sector. The need to establish branding and market awareness in new markets requires aggressive PR campaigns."

Cutler is ranked as the nation's leading manufacturing journalist. Cutler founded the Manufacturing Media Consortium. This is a group of more than 2000 journalists worldwide writing about trends, data, case studies, profiles, and features in the manufacturing and industrial sector. Cutler worked with hundreds of media outlets to expand the coverage and importance of the manufacturing media coverage.

Cutler created the Mass Marketing Manufacturing Media Blitz, a comprehensive 90 - 180 day program allowing manufacturers with little web presence or with a new product introduction to go from zero to sixty in a short-term PR campaign. Cutler has authored more than 1000 articles for a wide range of manufacturing, industrial, and business journals, dailies, and month trade B2B publications. Cutler also authored best-selling Manufacturer's Public Relations and Media Guide. Cutler has been the spokesperson of the ETO (Engineer-to-Order) Institute, since 2004. The organization has quickly become the key resource for non-repetitive manufacturers. www.etoinstitute.org.

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About TR Cutler, Inc.

Professional Marketing Firm reaching the Manufacturing Community Worldwide

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