

# PSA's hefty brochure succeeds in 'seeking perfection'

A BROCHURE that arrives as a hefty book – complete with pop-ups – may sound a little artful, but Singapore-based terminal operator PSA's *Chronicles of PSA* makes a compelling read.

In a PR exercise that is both informative and eye-catching. This brochure charts the port's history and beautifully presents the facts in the style of glossy hardback that is more like a coffee-table book than a brochure.

Arty and colourful with bright photography, it's wonderfully presented. The basic rules for a brochure are there, with words kept simple – which is good news for the reader and a cardinal rule for copywriters.

It's refreshing that there are hard facts in the text, with pretty pictures illustrating them. Plus there are plenty of exciting pages full of interesting things to bend, open and pull.

The language does morph into the usual PR spin, but only towards the end, so the exercise is done unsparingly. However, the early text and good quality photographs compensate for the late onslaught about the company.

The brochure begins with the history of the PSA, snappily presented across a double-page

spread with a paragraph on each decade – starting from the 1960s.

Readers will happily discover that PSA was founded in 1964. Within two years the net tonnage of ships handled by PSA reached 100M tonnes, so a data processing department was developed.

During the next decade, PSA established its inaugural container berth at what is now the Tanjong Pagar Container Terminal.

In 1982, as technology prospered, PSA overtook Rotterdam as the busiest port in the world in terms of shipping tonnage.

In the 1990s, PSA started to manage overseas port projects in China and in Singapore there were further developments of container handling technology. Overseas expansion continued into the new millennium, as their portfolio spread to places as far afield as Pakistan, Panama and Portugal.

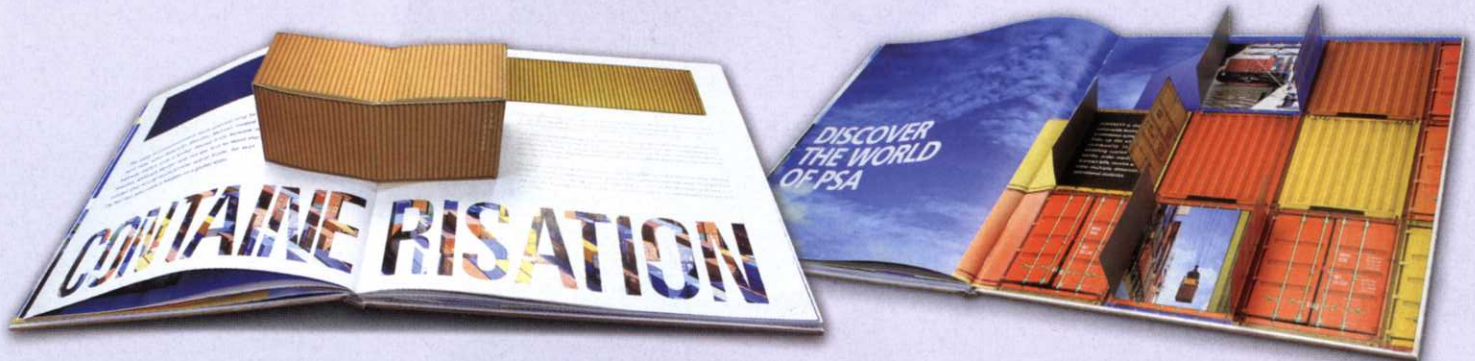
This neatly leads us to the current ethos, which is – in its own words – “seeking perfection”. That expression is often repeated in this



glossy offering and certainly drilled into the reader by the end of the crusade.

So the intentions of PSA's PR exercise clearly works, as I found that you start to believe that they really do indeed seek perfection. Indeed, this glorious brochure must have cost a small fortune to produce and is as close to perfection as a coffee-table brochure as I have ever seen.

In a world dominated by glossy “vanilla” brochures, this is certainly something different. And as it's so beautifully presented, I'll proudly keep on my coffee-table at home. **F**



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