terralayr

Press & Media

A Guide to our PR Partnership

July 25

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PR
Guidelines

This PR package contains all the important information and materials you need to report on us.

General guidelines for publishing about terralayr

- We kindly ask you to coordinate the final version of any publication about or related to our company with us prior to publication. This ensures that all information is accurate and up-to-date.
- Please use only the images and logos included in this PR package to maintain a consistent visual appearance.
- Please always write the 't' in terralayr in lowercase.

What does terralayr do?

terralayr is a fully integrated energy flexibility provider.
The company addresses the massive global need for energy storage by aggregating own as well as third party battery storage assets. A cloud-like software platform makes energy flexibility accessible „as-a-service" to many customer groups, including power producers, grid operators and large consumers of power such as data centers.
terralayr develops and operates a portfolio of own battery storage assets, with currently one asset operational, several assets in construction and a total development pipeline of over 5GW in Germany.
The company's leadership team is composed of industry experts from companies like Limejump, RWE, Fluence, Next Kraftwerke and Pexapark.

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Our goal is to create a consistent and powerful message, together

This guide is designed to make that process simple and efficient for you

Activity	Guideline	Approval?
Boilerplate	Use the official, unmodified version	No
Social Media	You are welcome to share our official posts	No
Visuals & Logos	Use assets from the Partner Kit as defined	No
Press Releases	All releases mentioning terralayr must be approved	**Yes**
Marketing	All co-branded assets require approval	**Yes**
Public Claims	New claims/quotes need our clearance	**Yes**
Milestones	Communication must be coordinated	**Yes**

Consistency
A unified voice build trust and market leadership

Simplicity:
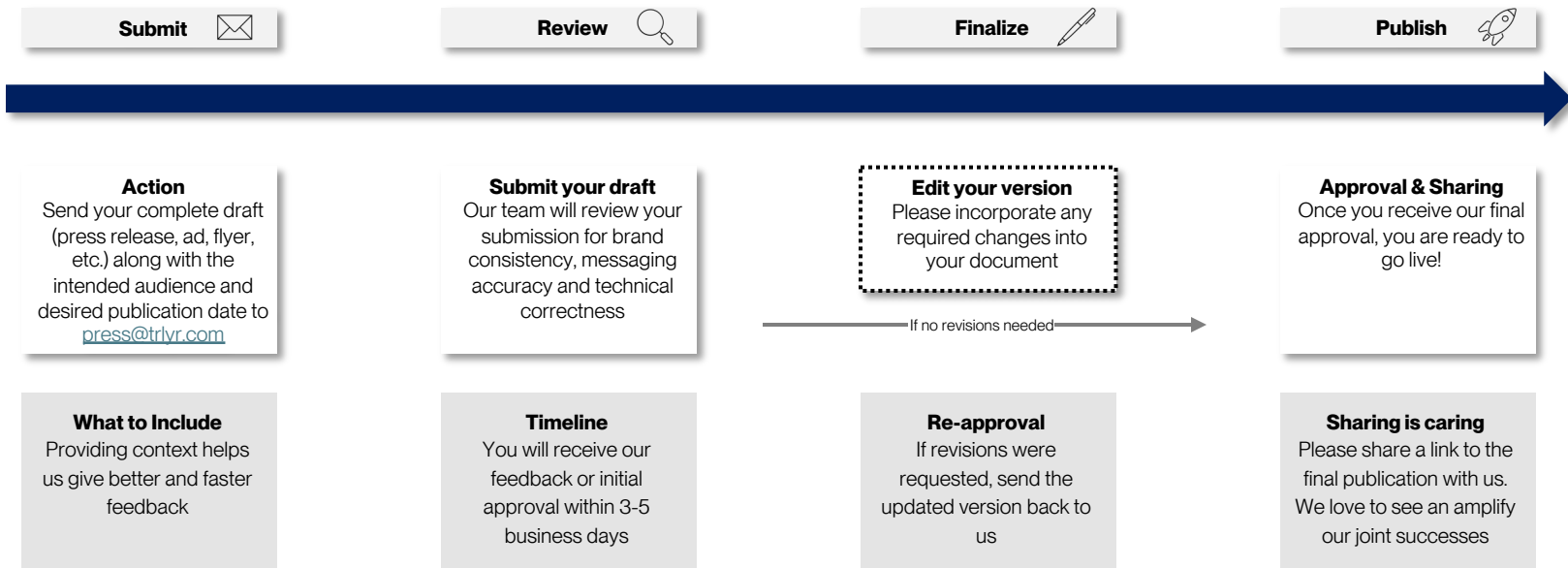Clear rules and ready-to-use tools save you time

Impact:
Together, we tell a stronger, more effective story

When in doubt...
If you are unsure about any communication activity not explicitly covered here, please don't hesitate to contact us at press@trlyr.com. Proactive coordination is always the best approach

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Our four-step approval workflow - your straightforward path to getting content reviewed and published

A simple path to get your content cleared for publication

Submit ✉	Review 🔍	Finalize 🖊	Publish 🚀

Action
Send your complete draft (press release, ad, flyer, etc.) along with the intended audience and desired publication date to press@trlyr.com

Submit your draft
Our team will review your submission for brand consistency, messaging accuracy and technical correctness

Edit your version
Please incorporate any required changes into your document

If no revisions needed

Approval & Sharing
Once you receive our final approval, you are ready to go live!

What to Include
Providing context helps us give better and faster feedback

Timeline
You will receive our feedback or initial approval within 3-5 business days

Re-approval
If revisions were requested, send the updated version back to us

Sharing is caring
Please share a link to the final publication with us. We love to see an amplify our joint successes

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We have prepared a comprehensive package of materials to make your life easier

Your shortcut to professional, brand-aligned press and marketing materials

Brand Assets

- Logos: High-resolution files for professional print and web use
- Color & Typography Guide: The official codes and fonts to ensure brand integrity

Company Information

- Official Boilerplates: Copy-paste ready descriptions for all your publications
- Company Fact Sheet: Key Data and milestones to provide context and credibility

Communication Templates[1]

- Press Article Templates (Long/Short): Pre-approved and formatted for effective local media outreach
- Social Media Post Examples: Inspiration and copy for your LinkedIn and other channels

[1] Available upon request

Media Library

- Executive Headshots & Bios: Add authority and a face to your announcements
- Project Photos: High-quality visuals of our assets and technology in action

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In case of questions please contact:

press@trlyr.com