

Case Study



Brenntag: a tailored newsletter tool for a connected world

Company Profile

Brenntag is the global market leader in the distribution of chemicals and ingredients. Connecting chemical manufacturers and chemical users, the global divisions Brenntag Essentials and Brenntag Specialties provide complete distribution solutions rather than just chemical products. The company employs more than 18,100 people at about 600 sites in 72 countries.

<https://www.brenntag.com/de-ch/>

Technologies

#Power Apps

#Power Automate

Challenge

- Seamless integration into the existing Microsoft infrastructure
- Diverse communication requirements and habits across business units and regions
- High demands on IT security and compliance in a global corporate environment
- Use of existing standard licenses to optimize costs

Solution

- Development of a company-wide newsletter tool based on Power Platform
- Close integration with the existing SharePoint intranet for automated import of editorial content
- Modular, building-block structure (text modules, links, news feeds, etc.) for maximum flexibility
- Implementation of an approval workflow to ensure quality and consistency

Benefit

- Group-wide consistent corporate design for newsletters through centrally developed templates
- Centralized control and monitoring to ensure consistent internal brand communication
- High user acceptance due to intuitive interface and flexible customization options to individual requirements
- Fulfillment of strict security requirements within the existing IT systems
- Decentralized and independent use by editors worldwide

Brenntag's internal communication landscape was highly fragmented: different intranet solutions, inconsistent layouts, outdated technology, and limited user-friendliness meant that existing tools were rarely used. As a result, information flows were difficult to manage – especially in a global organization with over 18,000 employees worldwide.

To make internal communication more efficient, modern, and compliant with security standards – while also increasing the reach of relevant company news – Brenntag chose to partner with **novaCapta**. The collaboration began with the redesign of the intranet based on Microsoft 365 and SharePoint, followed by the development of a dedicated **newsletter tool (NL tool)**. This initial tool allowed existing intranet news to be compiled and sent as HTML newsletters to targeted groups within the company – a pragmatic solution that fit perfectly with Brenntag's communication strategy at the time: reaching employees directly with relevant news.

Success followed quickly: Usage increased significantly, and more departments and content owners wanted to work with the tool. However, as usage grew, so did the requirements – more flexibility, more features, enhanced security, and greater needs for planning and coordination.

Tailored for Global Needs

Building on the first version, novaCapta and Brenntag developed a next-generation NL tool – a flexible modular system designed to meet a wide range of needs. Various components such as text blocks, link boxes, or dynamically integrated news can now be individually combined. The tool was implemented entirely within Brenntag's existing Microsoft infrastructure using **Power Apps** and **Power Automate**, while fully meeting Brenntag's high IT security requirements.

One central challenge: In a global company like Brenntag, communication processes cannot be exclusively centrally controlled. The content is too diverse, and the communication needs of business units and regions are too different. Some projects require locally managed and tailored communication; others benefit from centrally coordinated, global distribution. The new solution supports both approaches: **customized, decentralized communication – when needed – within a centrally governed and secure system** that addresses all requirements equally. An integrated approval process ensures quality and consistency in internal communication – without a one-size-fits-all approach, but with a clear and consistent brand message.

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The new newsletter tool enables secure, targeted communication – flexible, decentralized, and yet fully aligned with global guidelines. Our collaboration with novaCapta was always solution-oriented and pragmatic.



Anne Honisch

Senior Communications Manager
Global Communications, Brenntag Group

More than **200 editors and content owners** are already actively using the new tool. Newsletters are being sent to large target audiences, often numbering in the thousands and the trend continues to rise. Internal training sessions, clear usage guidelines and editorial standards, as well as ongoing editorial support, promote employee self-reliance and help them operate responsibly within a clearly defined communication framework. The solution enables targeted, relevant content with clear messages, delivered in a modern and appropriate format to the right audience.

Communication with a system: flexible, secure, scalable

Brenntag's in-house solution, developed with the Power Platform, demonstrates how modern technology can be combined with strong adaptability and IT security. For internal

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communication, this means: greater efficiency, more relevance, expanded reach. And for Brenntag, it marks an important step in structuring global information flows, empowering editors and content owners, and shaping communication in a professional and controlled way, without losing oversight.

Today, the new NL tool is far more than just a simple newsletter system: It is a reliable, efficient, and strategic communication instrument that continues to evolve, integrates seamlessly into the existing IT landscape, and plays a key role in delivering transparent, modern, and audience-focused internal communication across the organization.

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