

Inzalo Communication, HMC Seswa merge into Glasshouse Communication Management

Inzalo Communication and HMC Seswa have merged their communication skills into Glasshouse Communication Management, from 1 July 2013. The expanded public relations offering will give clients a competitive edge.



Says Bridget von Holdt, MD of Inzalo and now executive director of Glasshouse Communication, "In combining two successful communication companies, we have grown our skills pool, added capacity and expanded our footprint in the industry. Our collective experience encompasses all areas of communication, from strategy and planning to public relations, events and reputation management."

HMC Seswa, a subsidiary company of marketing investments group, Mazole Holdings, which is owned by marketing communication specialist Johanna McDowell and broadcaster businessman Dan Moyane, has focused its PR activity into the technical and technology sectors since its inception in 1984.

"Past experience alone doesn't cut it in this industry, though," says McDowell. "It's all about delivery at the highest level and evolving within a rapidly changing arena. We believe that with the new company, we have brought together the skills and aptitude to do that."

"Size does matter. We have responded to the need clients have for the security of infrastructure and a talent pool that can handle every angle of their communication requirements," adds von Holdt.

For more information, go to www.glasshousecommunication.co.za.