

Guidelines for Articles in PU magazine

(Number of characters always means including spaces or blanks)

1) The content

Starting with the right questions

Before you start, please ask yourself the following questions:

- What's the 'hot news' of my story?
- What do I want to get across to the reader?
- What makes this story interesting to readers / our customers?
- How can I make the message of the article most interesting?

First things first

Write the most important news first in your article. Again, some questions as hints:

Who did what, where, when, in what manner, and why?

Which new product (material, application, ...), which properties, which benefits for customers/readers, what hurdles had to be overcome?

Try to formulate short and simple sentences

Use only one piece of information per sentence and avoid interminable sentences.

Structure your article with breaks

Especially longer or more complicated articles should be structured by breaks in order to facilitate reading. If possible (especially for articles longer than one page): try to find a separate headline for each part.

Only significant info in the main text

The body text should only contain significant elements, describing and highlighting the *new* and the *special*. Additional information, such as detailed plant-descriptions, process chains, or process data etc. should be extracted from the body text. This kind of info should be put in separate info-boxes. The same is true for basic information and basic knowledge. The target is that the reader can help himself to such info selectively only when he wants to read it. This enhances the reader friendliness.

Please **avoid** all kind of **advertising messages** (marketing *blabla*). The article shall be rich in informative content. It shall describe the topic neutrally.

2) News / Application News

The smallest articles are News and Application News (less than one page up to max. one page). The length is about 800–1,500 characters (max. 3,000) plus max. one picture.

News and Application News usually don't show an author's name or details. If News are written or edited (based on press releases) by a staff member of PUMag, the initials of the staff member are mentioned at the end of the article.

WF = Wolfgang Friederichs

AT = Alex Thielen

MT = Michael Thielen,

SB = Samuel Brangenberg

Free contributing editors are (for example)

TM = Thomas Müller

(there might be free contributing editors who want or need to be anonymous)

3) General

PUMag tries to avoid the 1st person (I, we, our). The authors shall try to use expressions such as "The company's main goal is" or "The products of the Japanese market leader are..."

PUMag tries to use British spelling. Authors from USA or Canada may use US-Spelling. Articles from non-native speakers will be checked for grammar and spelling by PUMag's native speaker (British English).

International SI-units shall be used (e.g., kg, metre, litre, MPa, N/mm² ... **not** inch, pound, PSI etc.). We only use tonnes (= 1,000 kg) **not** tons, not metric tonnes or MT or the like.

For material properties the standard for determining the data should be given where necessary (best example: heat deflection temperature HDT. Just HDT is not enough, give HDT A or HDT B or the load under which it was determined HDT-A: 1.8 N/mm², HDT-B: 0.45 N/mm² or an ISO, DIN, EN, ASTM standard...)

Company names, brand names, product names such as Covestro, Lupranol etc. will not appear in headlines (except in News and Application News).

Words in capital letters are to be avoided (and printed in capitals only once per article), e.g., FRIMO, PUREMIX will be Frimo, Puremix.

Exception: "real" abbreviations such as BMW, BASF, FSK

Also, a single capital letter in the middle of a word is allowed. NatureWorks, BioPreferred...

®TM etc. are only printed once per article, at the first appearance.

Please give a corresponding web address (www.blablabla.com – NOT an e-mail address!) for each article.

Monetary information is preferably given in **EUR** (€, EURO) or **USD** (US\$, US-Dollar). Please use the 3-letter abbreviations. Local currencies may be given in parenthesis, e.g., *EUR 1,000 (35,000THB)*.

Hyphens and dashes: only use a hyphen (-) for compound words such as fossil-based otherwise use an en dash (–), never an em dash (—). The en dash is used to represent a span or range of numbers, dates, or time. There should be no space between the en dash and the adjacent material. Depending on the context, the en dash can take the place of commas, parentheses, or colons – in this case with space between dash and the adjacent material. In American English this would be an em dash with no space in between.

Size matters

You can easily find out the maximum length of your article by multiplying the targeted number of pages by 3,000–4,000 (max.) characters incl. blanks or 500–640. You can count the characters in your article by clicking “Extras” – “Word Count”; please use the score including spaces for reference.

You may find that this number is somewhat low if you try to describe complicated technical issues. If you encounter difficulties, please consider whether scientific/technical aspects could not be expressed more easily by using headwords or an illustrating diagram.

4) Small Articles based on press releases

Articles of one page length (3,000–4,000 (max.) characters or 500–640 words plus 1–2 pictures), based on press releases usually do not show an author. The web-address of the issuing company should be enough.

5) Small articles, exclusively written for PUMag

Articles of one page length (3,000–4,000 (max.) characters or 500–640 words plus 1–2 pictures), exclusively written for PUMag, may show an author but don't need to.

6) Longer articles

Articles longer than one page

(6,000–8,000 (max.) characters or 640–1,300 words, plus 2–4 pictures) → 2 printed pages

(9,000–11,000 (max.) characters or 1,500–1,700 words plus 3–6 pictures) → 3 printed pages

Articles longer than 3 pages must be negotiated/agreed with the editor in chief.

These longer articles show the author with full data:

First name, last name (no ranks – not titles)

Function in the company (e.g., CEO or Sales Manager)

Company name (type of enterprise not necessary (e.g., Inc. Ltd, GMBH))

Town and country (no street address, no e-mail address, no phone numbers)

In case the author is a staff member of PUmag, first and last name are sufficient.

7) Opinion articles

Generally, all authors are responsible for the content of their articles (even if the name is not explicitly mentioned as in #6). PUmag cannot be held responsible for any information from those articles. In articles or press releases or News edited by a staff member (incl. free contributing editors) the staff member/editor is responsible only for the modifications, not for the base text.

Articles expressing *strong opinions*, will be marked as *Opinion* in the *Rubric-Field*. These articles definitely express the sole opinion of the author. The author must be named with the full data as in #7). Preferably a photograph of the author should be added.

8) Pictures

Send all images as separate files. Do not include them into the Word file (except for low resolution versions just to indicate where the pictures should be placed and show corresponding captions for the pictures)

Photographs should be preferably in JPG-Format (or TIF or PNG), 300 dpi at printing size (as a rule of thumb, photos with less than 1,000 pixels at the longer side are in most cases too small)

Graphs will generally be rebuilt by the layout-team of PUmag (in almost all cases). So, it is best to send an eps, pdf, ppt, ai, or other version of the graph as well as the original datafile (excel) with the data shown in the graph. In most cases the original graph, in the format it was created is the best solution.

All authors must make sure that the pictures may be published and do not infringe any third parties' copyright. The Author must own the copyright or must have permission for publication.

9) Headlines

Find a good / interesting headline

A good headline

- is short
- gives an indication of the article's content
- makes the reader curious and wanting to read on

As a hint, try the thought experiment *window call* with your headline: Imagine you open your office's window and shout the headline down into the street. A person walking down there should at once understand the meaning of and be interested to learn more about the topic.

Anyhow, the editor in chief reserves the right to alter (in most cases to shorten) the headline.

No company or product names in headlines, except for News or Application-News.

A “capital” idea: The first word in the head should be capitalized as should all proper nouns. Most headline words appear in lower-case letters. **Do not capitalize every word.** (Some publications do capitalize the first letter of every word; PU magazine and most other publications do not.) (From: <http://web.ku.edu/~edit/heads.html>)

10) Some remarks about quotation marks

PU magazine uses “double” quotation marks just for quotations of people speaking: John Miller said: “Bioplastics are the future” or for titles of other publications such as “Engineering Biopolymers” by Endres and A. Siebert.

To indicate that a word is special in some way, it should be printed in italics. Example: Bioplastics are sometimes called *green* plastics.

Simple quotation marks are only used for words not being used for their meaning. Example: What a ‘beautiful’ day (when it’s cold and raining heavily), or for irony or disdain.

For more explanations see:

<http://grammar.quickanddirtytips.com/single-quotes-versus-double-quotes.aspx>

For any questions, please ask the Publisher Michael Thielen

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Some more useful stuff:

Clarify the difference between **program** and **programme**.

The Noun: program or programme?

The basic difference is between different languages:

American English always uses **program**

British English uses **programme** unless referring to computers

Source: <http://www.dailywritingtips.com/get-with-the-programme/>