PR Is Still Relevant – And It's Still Vital

Andrew Scott, the CEO of Purplex the marketing company and Insight Data, says that working with the media via public relations still achieves independent endorsement, which is an essential investment for the glass and glazing industry in 2026, despite the surge in 'do it yourself' digital marketing.

It is almost unbelievable to think that only a few decades ago, the standard way to promote your business, product or service was to write a press release, writes Andrew Scott.

You would stick your logo on the top of it, attach a photograph and then print the whole thing out before folding it into an envelope and posting it to a journalist. Then you'd wait for a few days before making the follow-up phone call to ask 'have you received our press release yet?'

This, in a nutshell, was pre-digital public relations – and not much changed when email came along, except the whole thing was a little quicker. Yet when social media arrived, the whole PR landscape shifted dramatically, begging the questions for businesses – is PR still relevant?

It's a good question. Now, every year brings new tools, new platforms and new digital promises. Against that backdrop, it is understandable that many companies quietly ask themselves if public relations still plays a meaningful role in their growth plans. The answer, however, is clearer than many expect.

Independent endorsement

The common misunderstanding is that PR is simply news in circulation. In reality, modern PR is a discipline rooted in influence. It is about leadership visibility, personal brand building and shaping conversations. It carries weight because the credibility comes from someone else. Whether that is an industry website, a podcast host or an expert panel, the endorsement comes through an independent voice rather than your own.

This is where PR becomes especially important in the glass and glazing sector. Ours is an industry where relationships drive decisions. Installers, fabricators and suppliers look for partners they can trust. Homeowners want reassurance before investing in a major home improvement. Specifiers want proven technical authority. PR allows each of these audiences to see your business through a trusted lens.

For example, one well-placed feature in a trade publication can shift how the market perceives you, while a podcast interview with your managing director can spark conversations that lead directly to new enquiries. A respected award win creates a platform from which you can amplify your expertise across multiple channels. These moments do not live in isolation – they are shared across social media, referenced in sales pitches, included in email campaigns and often boost search visibility for months afterwards.

Accelerating growth

At Purplex, we have seen countless examples of PR acting as the catalyst that accelerates brand growth. When a client is featured in a major industry report or has their innovations profiled by a respected journalist, that coverage becomes a story that the business can use everywhere, strengthening credibility with prospects and opening doors that previously felt just out of reach.

Authenticity

Looking ahead, the shape of PR will continue to evolve, just as it did in the early part of the 21st century. The platforms may change but the principles of influence, authority and trust remain constant. As digital channels become noisier and more saturated, the value of genuine third-party endorsement only increases. Buyers are more discerning than ever and authenticity has become one of the most powerful currencies in business.

If you want 2026 to be a year of growth, PR should sit at the heart of your strategy. Your reputation is your most valuable asset and deserves to be nurtured by experts who understand your market inside out.

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