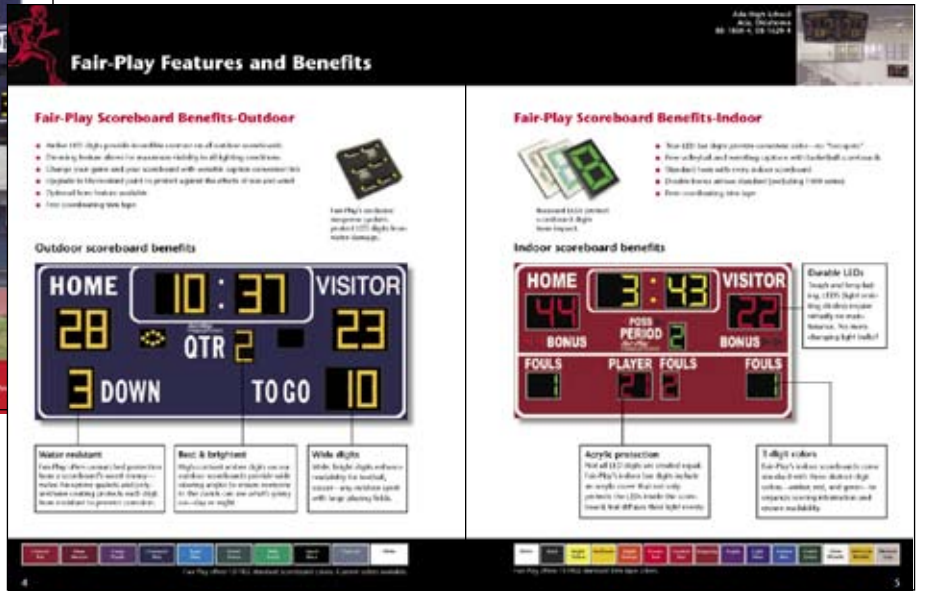
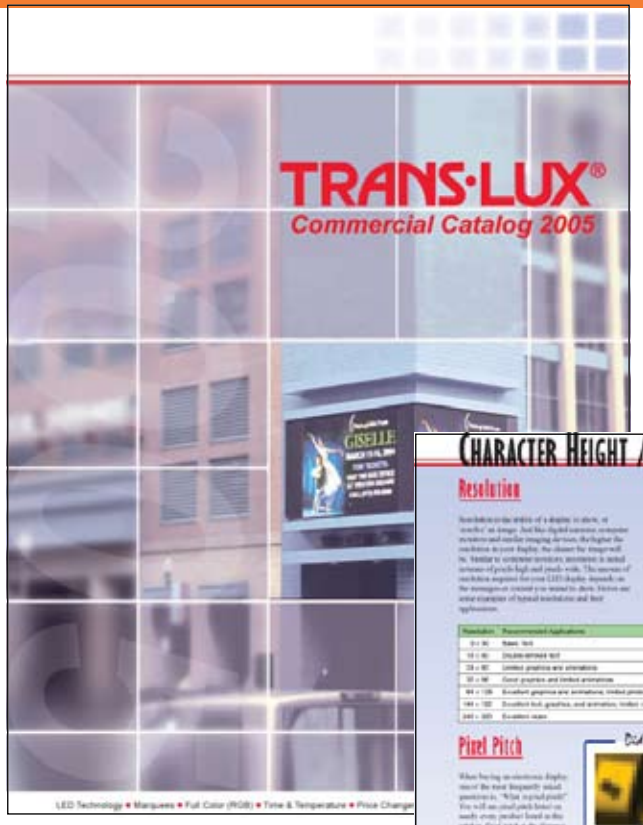


As copywriter for Fair-Play publications, a close collaboration with the graphics team was essential. We worked together to develop copy and graphics that illustrate the distinct benefits of Fair-Play Scoreboards for coaches, athletic directors and adminstrators.

Trans-Lux West

catalogs



Trans-Lux West manufactures electronic signage using LED (light emitting diode) technology. Selecting the right sign can be a technical challenge for new customers. As copywriter on the project team, we combined compelling copy with instructive graphics that helped translate industry jargon.