

Project Case Study



A technical information ring binder on systems for a wide range of roof-related services, equipment and other auxiliary requirements.

Client

Roof-Pro Ltd.

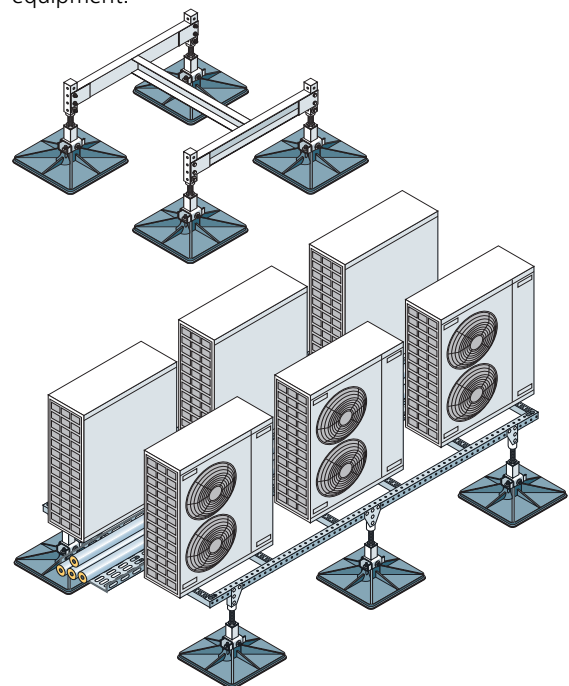
The Project

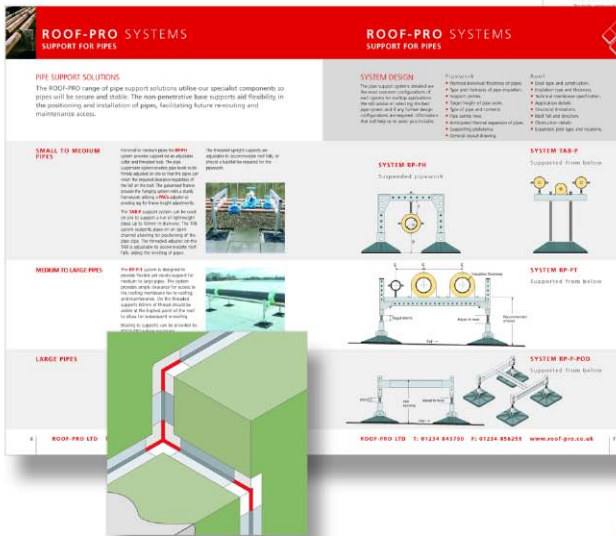
A comprehensive re-organisation of Roof-Pro's technical literature into six brochures contained within a ring binder, covering:

- Lightning conductor fixings.
- Access risers and upstands for services.
- Flat roof rainwater refurbishment outlets.
- Sealed flat expansion joint tapes.
- Supports for roof-mounted building services and access equipment.
- Attachment clamps for standing seam metal roofs.

Objectives

To increase awareness of Roof-Pro systems within the building professions and provide detailed information on the installation of roof-mounted services and equipment.





Work undertaken

- Organisational logic – structuring of content.
- Graphic design concept and layout.
- Technical writing and editing.
- Illustrations.
- Artwork and print management.

Feedback

The binder was well received by Roof-Pro's technical and sales teams, and all those who need to discuss the systems with potential customers. It is too early to assess the impact of the binder on specifiers of systems and components.

