

# Copywriting Portfolio

**Client:** Persons Chemical Supply

**Project:** Complete website

**Objective:** As an engineering start-up, Persons Chemical Supply wanted to establish their industry credibility with an online presence. They turned to me to write their copy and design their entire website. The result was a mobile responsive WordPress site:

[www.PersonsCS.com](http://www.PersonsCS.com)

*"Kevin put together the foundation of my web presence, delivering credibility, reference showcases and an avenue for customer interaction all in one place. He did this with personal dedication to ensure my business got more than I asked for. I'm excited to share my website with potential clients."*

Brett Person, P. Eng. — Owner & Founder, Persons Chemical Supply, Calgary, AB



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## Copy Closeup #1

Persons Chemical Supply develops superior treatment programs for Canadian roads. We understand Canadian geography and Canadian weather.

Our experts will solve your road dust issues, so you can focus on core business operations. Backed by the Persons Chemical Supply Project Pledge:

"We won't stop working until your solution works!"

To learn more about how we can help you, take a look at our specific product applications or review the full list of project capabilities we can provide. Then give us a call to talk about your unique road dust questions.

## Copy Closeup #2

All our chemicals are chloride and bitumen free. They are long-lasting and will lower your water demands by more than 50%.

Our dust control chemistry features:

- Ultra-low toxicity to meet or exceed provincial environmental regulations in B.C. and Alberta
- Liquid concentrates. That means easy shipping and handling. Use standard water pumps and simple blending in industry water spray trucks. No special equipment needed.
- Long-lasting, reducing the frequency of surface re-grading and re-applications

Whether your roads serve heavy haul mine traffic or the light to medium use of counties and industry access roads — Persons Chemical Supply has the right chemistry to keep those roads running smoothly.