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If the pen is mightier than the sword, prepare for your next duel with Fullproof...



**...speak volumes for your brand.**

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## about Fullproof...

Fullproof is a proof-reading, copy-editing and writing agency providing an experienced and skilled resource to ensure the quality of all communications media and documentation.

Our company has grown organically into a network of diverse, yet like-minded, torch-bearers for the art of good written English. We believe such language speaks volumes for your brand, and can be a significant market differentiator as well as a net contributor to the bottom line.

Drawing on skills honed while working in creative industries such as advertising, television, theatre and publishing, we are able to empathise with creative themes to ensure that our feedback is both cognisant of, and sympathetic to, the creative idea.

If creative thinking is conserved, then so too is relevance. Our ability to understand complex business and consumer markets allows us to deliver meaningful input for clients whose operations span financial services, pharmaceuticals, telecommunications, automotive, government, utilities, IT, charity, consumer goods, publishing and business services.

**...a quality worth having.**

## our services

Fullproof works with agencies, businesses and organisations to:

- eradicate typographical and literal errors
- achieve consistency of terminology and case
- apply grammatical and literal conventions
- improve the economy of language
- enhance clarity of communication
- edit, re-draft or originate copy.

We work with a full mix of printed and online media such as:

- brochures
- magazines
- direct marketing
- sales promotion
- websites & emailers
- customer loyalty schemes
- annual reports
- newsletters
- exhibition & conference materials.

## our clients

Fullproof was established in 2002 and has grown substantially since, working directly or indirectly on a full mix of blue-chip plcs, Government bodies, SMEs and agencies. Here's what some Fullproof clients think of our services...

*"You are fantastic and I don't know what we would do without you."*

Bron Ellis, Marketing Director, envelope - event organisers

*"Fullproof people are friendly, helpful and incredibly willing to pick up proof-reading often at very short notice. They always return the amends in time to allow us to meet our deadlines."*

Jessica Shirley-Smith, Account Manager, River Communications Group - integrated marketing agency

*"Working with Fullproof has really allowed us to add value to our documents. No matter how thorough you think you've been, Fullproof always come to the rescue."*

Tanya Byrne, Marketing Manager, Mellon - Human Resources & Investor Solutions

*"Proof-readers often get tarnished with the 'pedantic' brush, but not, thankfully, Fullproof. Their founder, Caroline (an ex-agency suit), not only has an extraordinary understanding of English grammar and its idiosyncrasies, she completely understands the creative proposition, and the wrath of the creative director. I wouldn't hesitate in recommending them to anyone."*

Ursula Benson, Client Services Director, Direct Know How - strategic direct marketing agency

*"The exceptional proof-reading service we receive from Fullproof is invaluable to Talking People - without it, we wouldn't be able to deliver the high-quality, creative communication and research solutions that our clients have come to expect from an award-winning consultancy - thank you!"*

Anna Jackson, Senior Consultant, Talking People - internal communication agency

*"Fullproof has provided an excellent proof-reading service, time and time again, for us and our client, Edexcel. Feedback includes comprehensive comments and amends, not only on the usual typos and grammatical errors, but also pointing out inconsistencies in actual literature content. I would recommend this service to anyone!"*

Melanie Garros, Account Manager, Ogilvy Primary Contact - business-to-business agency

*"Fullproof take the pain out of proof-reading. And they always go the extra mile, looking for ways to improve impact and accuracy of copy - checking details such as web addresses and postcodes that can so easily slip through the net."*

Fiona Kidd, Account Director, Masius - corporate, business and financial agency

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## contact us

Please contact Caroline Blood on [caroline@fullproof-services.com](mailto:caroline@fullproof-services.com) or +44 (0) 7768 421474 or alternatively submit the enquiry form.

### Fullproof

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