

Facing Challenges?

Challenge: You don't have enough time in your hectic schedule to complete your important technical communication projects on time, and there is far too little in-house support.

Challenge: You're struggling with a proposed publication. There is too much source material, too many subject-matter experts, and the technical information is too complex.

Challenge: You're a great manager and organizer, but you lack several of the specialized skills needed to make your technical publications the absolute best they can be.

Challenge: Your technical professionals aren't writing the reports that document their work because they lack efficient and effective writing skills or just don't have time.

Challenge: You are ready to convert all your print-based documentation to electronic distribution on CDs or over the Internet, but you are not sure how to do it.

Editech Has Solutions!

Editech offers a *unique* solution to your technical communication challenges. We are unique because our primary training is technical—chemistry and chemical engineering.

Technical Writing and Editing

Editech understands and uses the language of science. We work directly with technical professionals and subject-matter experts, understanding their terminology, knowing what questions to ask and when to ask them, and offering suggestions. We anticipate, and therefore meet, the needs of technical audiences.

Technical Graphics

Our training and experience also allow us to provide illustrations, graphs, and charts that are appropriate for technical publications.

Electronic Publishing

Editech works with you throughout the publication process. We can work with printers and agencies to produce your document using conventional reproduction methods or, in many cases, we can produce your entire publication using our experience in layout coupled with electronic publishing techniques.

Training and Consulting

Editech's experience with report editing helped us develop several specialized seminars and templates for developing content, formatting, writing, and editing technology reports. Editech can also help you develop your training programs and materials.

Editech Has Experience!

Technology Transfer

- Articles for technical journals and magazines
- Trade magazines
- Conference papers
- Technical presentations
- White papers
- Technology reports

Marketing and Business Communications

- Product bulletins and brochures
- Technical handbooks
- Environment, health and safety reports
- Safe handling guides
- Government submissions
- Newsletters
- Fact sheets

Instructional Material

- Training programs
- Equipment operating and maintenance manuals
- Operating disciplines and work process documentation
- Computer software and hardware manuals
- On-line help

Other Services

- Specialized document templates
- Website development
- Test specifications and procedures
- Database development
- Speeches
- Electronic indexing

Partners

Editech was formed in 1984 by **Ann F. Birch**. Ann is a 1973 honors graduate of the South Dakota School of Mines and Technology with a B.S. in chemistry. She began her career at The Dow Chemical Company in 1973. Ann's talents for writing and editing were well recognized at Dow. She often edited technical reports and department activity reports.

Ann has broad knowledge and practical experience with polymer systems and processing techniques. She is familiar with commonly used polymer test methods and advanced materials. Most of all, she developed the writing and editing skills that established Editech's reputation.

James (Jim) R. Birch joined Editech in 1988. A 1970 honors graduate of the University of Wisconsin–Madison with a B.S. in chemical engineering, he held a variety of positions in research, process development, and production plant support in an 18-year career with The Dow Chemical Company.

Jim brings an additional perspective to Editech with knowledge and experience in chemical engineering, unit operations, automation, process economics, and computers. He has attended seminars on publication design and leads Editech's efforts in electronic and web graphics and publishing.

Other Features of Editech

- *We are modern.* We use up-to-date hardware and software to improve efficiency and productivity. Frequent use of the Internet and electronic mail also reduces costs and speeds project progress.
- *We are trusted.* We have secrecy agreements in force with major clients. We can work on both confidential and technically sensitive projects.
- *We are professionals.* We keep up with our profession through membership in organizations such as the American Chemical Society and the Society for Technical Communication. Editech also maintains local business ties as a member of the Midland Area Chamber of Commerce.
- *We are affordable.* Low overhead and on-site resources help keep our rates reasonable and our value to clients high.

We can provide samples of many of our projects should you want to consider what Editech can do for you. We invite you to contact us for your technical communication needs.



1801 W. Manitou Trail
Midland, MI 48640-8003

Phone/Fax: (989) 832-7485

E-mail: ann.birch@editech-mi.com
james.birch@editech-mi.com

Website: <http://www.editech-mi.com>



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- **Editing**
- **Technical graphics**
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