

# Client Story

**Client:** Plastic Distributors Fabricators, Inc. (PDF, Inc.)

**Project:** Create a completely new website design & product photography in preparation for sale of PDF, Inc.

PDF, Inc. had been a successful business for decades with an impressive list of clients and capabilities in the plastic fabrication industry. The owner was planning for retirement and with this, the sale of his business. To prepare the business for acquisition and create higher value, I was hired to revitalize PDF's on-line web presence with the renovation of their website. This included new information architecture, design, writing, photography and several videos.

