

# JENNIFER BRASINGTON

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## COPYWRITING SAMPLES WEBSITE COPY

[www.unitedmediasolutions.us](http://www.unitedmediasolutions.us)



### Premier Patented Products

Innovation has been a core commitment for United Media Solutions since 1992. By providing innovative, patented solutions for on-hold and overhead music and messages for any business environment, we were able to bring public space advertising into the 21st century. Today, United Media Solutions' custom designed equipment has brought unparalleled advancements to public space advertising private radio market.

Our complete product line includes hardware and software solutions that meet the needs of all business environment applications. Whether it is on-hold in your office, or overhead in a retail environment, we are committed to ensuring the evolution of our industry through ground-breaking product development.



### SiriusXM Overhead Music

Patented in 1996 by United Media Solutions, these units provide all your on-hold and overhead music and messaging with the ease of programmability from the Internet.

Choose your SiriusXM channels and schedule the volume and times they will play. Schedule sequence and frequency of overhead in-store/office announcements. Choose sequence of messages to play to your callers while they are on-hold.

Self-diagnostic software communicates with United Media Solutions' Network Operations Center, providing 2-way connectivity to allow for shorter downtime in the event of system failure.

[MORE INFO](#)



### Music Maestro Overhead Music

The Info-Link System with Music Maestro provides the same level of control over your music and messages with one significant difference - Music Maestro customized music channels.

Music Maestro is custom music channels from UMS. Carefully built by our leading music anthologist, Music Maestro channels have been hand filtered for content and listenability.

Choose from over 50 channels in a variety of genres for almost any environment, including holiday channels.

[MORE INFO](#)



### Digital Signage

If your location already has flat panels installed, United Media Solutions can provide you with digital signage to reinforce your audio overhead messages.

Digital graphics are produced by in-house graphic design studio artists to support your overall marketing image.

Don't have flat panels? UMS can provide you with all of the hardware needed to get set up - including installation!

[MORE INFO](#)



### Custom Applications

From custom sound systems to call button interfaces, if there is something you need to enhance your business's music and message delivery, just ask.

UMS can provide you with custom solutions for nearly any challenge.

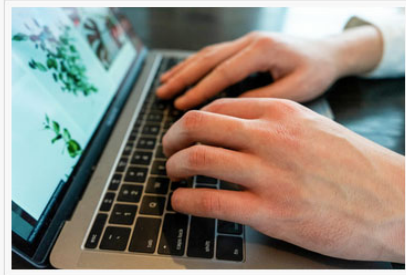
[MORE INFO](#)

## On-Hold and Overhead Messaging

As part of your overall marketing strategy, on-hold and overhead messaging is highly targeted, cost-effective and remarkably easy to implement. On-hold and overhead messaging is also designed to:

*Enhance your company's image*  
*Present valuable information to your customers*  
*Cross sell your products and service*  
*Reduce caller hang-ups*

As an advertising medium, United Media Solutions is more cost-effective than television, radio, newspaper or billboards. With your customers as a captive audience on-hold and in the store or at the pump, there's no better way to deliver your marketing message.



### Custom Messages by Professional Writers

United Media Solutions is committed to delivering the finest quality advertising copywriting to our customers. Our staff of professional writers takes the time to get to know your products and services, and will write compelling, creative messages to keep customers engaged and drive sales.

### In-House Production Studio

Your custom written marketing messages will be read by voice talents at our in-house recording studio and mastered by United Media Solutions' production staff.

Every message is recorded to the highest quality digital sound available. The end result is an invaluable addition to your company's marketing campaign.

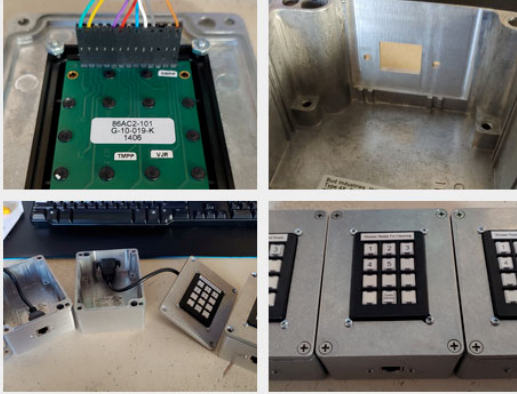


### Customer Service and Support

Customer service and technical support from United Media Solutions is available to help you at most hours, and we will always return your calls promptly.

If a technical problem cannot be solved over the phone, one of our friendly service technicians will be dispatched to your location.

## Custom Call Button Manufacturing



Toot N Totum locations required a custom keypad for cashiers to make in-store announcements for shower patrons.

With the push of a button, a pre-recorded announcement will play indicating

a. Shower #1 is ready for the next customer.

b. Shower #2 is ready for the next customer.

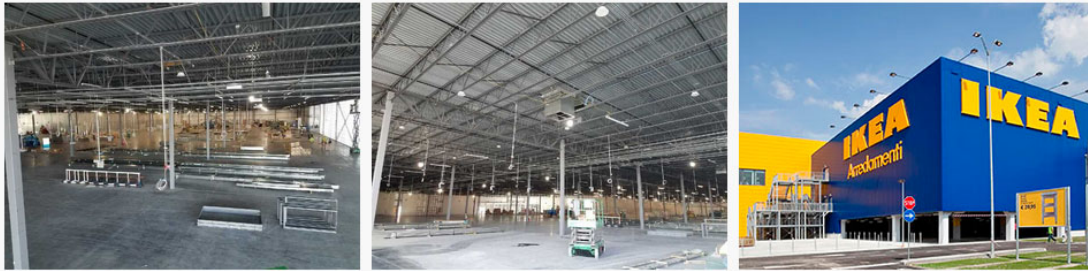
c. Shower #1 is ready for cleaning.

d. Shower #2 is ready for cleaning.

When any button is pressed, the music will automatically fade and the message will play.

When the message is finished playing, the music returns to original volume.

## Custom Sound System Solutions



United Media Solutions was selected to provide complete indoor sound systems, overhead music, in-store audio advertising, digital signage advertising as well as telephone MOH for IKEA new store buildouts.

UMS complete sound systems include speakers, amplifier and all associated wiring and hardware. Management is able to control music and volumes throughout the store as a whole, or can treat individual areas as separate environments. Music levels in the entrance can differ from the restrooms, checkout or restaurant area.



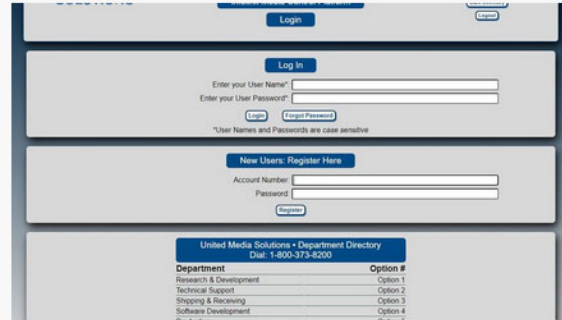


## Info-Link with integrated Music Maestro overhead music and messages

Music Maestro Music Channels are custom created featuring hand-picked music by artists in genres that are best for your business image. Carefully built by our leading music anthologist, Music Maestro channels have been filtered for content and listenability. Choose from over 50 channels, including holiday music.

### Info-Link Business Benefits

- **No term contract**
- **E-Mail Notification** - System notifies you via email when new transmissions are received, including what was programmed, by whom, and when it is to be scheduled.
- **Tamper Resistant Programming** - The system provides no accessible on-site controls, preventing unauthorized or undesirable changes in programming.
- **Programmable Events** - On-hold messages, music channels and overhead messages can be scheduled in any order fit for your organization. Schedule up to years in advance, or immediately.
- **Installation is Easy** - The music receiver will connect to your existing audio system, which makes installation so quick and easy that you can install it yourself or you can have one of our certified installers install the system for you.
- **Easily Customized Channel Blocking** - Now you can block unwanted channels and customize, manage and control desired content at no additional charge.



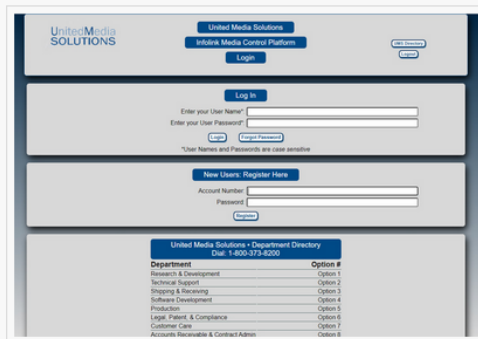
United Media Solutions • Department Directory Dial: 1-800-373-8200	
Department	Option #
Research & Development	Option 1
Technical Support	Option 2
Shipping & Receiving	Option 3
Software Development	Option 4

## Overhead Music and Messaging Made Simple

Take the guesswork out of choosing the right overhead music and messaging solution for your company. With United Media Solutions, you'll work directly with one of our knowledgeable and experienced account managers to evaluate your overhead music and messaging needs and receive a customized proposal tailored to fit your specific environment.



Whether you have 1 location or 1,000, the professionals at United Media Solutions will help you choose the right solution for your brand and your budget. Offering state of the art hardware, professional audio production, and customer service and support under one roof makes United Media Solutions your one source solution for all of your overhead messaging and music needs!



The patented Info-Link SiriusXM system allows you to program your SiriusXM music channels, plus overhead and on-hold messages to all of your locations through one, easy-to-use web interface. Secure user name and password prevents tampering with overhead music.

Choose your SiriusXM channels and schedule the volume and times they will play. Schedule sequence and frequency of overhead in-store/office announcements. Choose sequence of messages to play to your callers while they are on-hold.

Self-diagnostic software communicates with United Media Solutions' Network Operations Center, providing 2-way connectivity to allow for shorter downtime in the event of system failure.

### Features

- Month-to-month - No Contract - Cancel at any time
- No hardware costs. One-time only installation fee
- FREE shipping
- Factory-trained installation crew performs all installation services
- Custom overhead and on-hold message production available



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## COPYWRITING SAMPLES FREELANCE WEBSITE COPY

### **TriPack Website [www.tripack.net](http://www.tripack.net)**

#### Home Page

Welcome to Tripack Sleever, your key source for heat shrink sleeves.

As a leading manufacturer of state-of-the-art heat shrink auto application equipment, Tripack can meet your most demanding packaging requirements. From basic cylinders and boxes to your most unique custom designs, Tripack equipment creates the products the world reaches for in consumer product packaging. Our partnership with Packstar, the industry's leading supplier of flexible packaging, we are able to offer complete turnkey solutions, including printing, packaging, labeling, inventory and fulfillment services.

Tripack's revolutionary equipment includes both mid and high speed applicators up to 400 app./min. Our compact, versatile designs can be configured to quickly and easily meet nearly any packaging demands, setting the standard for high-speed heat shrink labeling.

Our current partnership with Packstar flexible packaging products allows us to provide you with complete heat shrinking packaging solutions – flexible packaging materials, printing, and packaging equipment all from one trusted source.

#### Services

In addition to providing the equipment needed to heat-shrink your product labeling, Tripack offers the services needed to ensure the job is done accurately and efficiently.

Services include:

- On-site equipment set up
- Heat Shrink Sleeves provided by Packstar
- Inventory and fulfillment services
- On-demand printing
- Unsurpassed customer service
- On-site maintenance and repair

Call us to set up a demonstration at your facility today.

#### Clients

Tripack's typical applications include product labeling, shrink sleeves, banders and labelers for the Dairy, Health and Beauty, Food and Beverage, Household Goods, Pharmaceutical and Multi-Packing industries. We are proud to be able to serve the best in the business, including Gillette, Kraft Foods, Guinness & Co., Garnier, Elmers and more.

## Product Line

Tripack is proud to offer our customers a wide range of a heat shrink equipment to fit any application. We offer high, mid and low speed equipment in a variety of set-up configurations to accommodate any manufacturing floor and any product specification. We invite you to explore the options available through our shrink sleeve, heat shrink, steam shrink and custom material systems. Please contact our sales department if you have any questions or need further information.

### Shrink Sleeve Applications

Tripack's most versatile sleever applicators come in a variety of speeds and configurations to meet virtually any shrink sleeve application. The HSA, LSA and MSA Series are designed for Full Body Sleeve, Tamper Evident Neck Band, Shrink Bander and Combo Pack applications. Our Shrink Sleeve Applicators are ideal for use in the Beverage, Dairy, Health/Beauty/Pharmaceutical and Bakery industries.

All Tripack Sleever applicators are built with stationary footings as well as caster wheels for ease of mobility between production lines. Optional vertical and horizontal perforating, and a low film alarm are available on every model.

### High Speed

HSA- The HSA series is a high speed applicator, designed for bottling lines and rigorous, 24/7 production schedules. The unique mandrel system allows for custom shape sleeving and minimal label distortion, while the rotary knife assembly completes accurate cuts in minimal time. The motorized film unwind system feeds longer, heavier rolls of film to maximize production runs.

### Mid Speed

MSA- Our most affordable sleever, the MSA Series, is a mid speed applicator designed specifically for 24/7 operation at 150-175 cpm. The MSA Series comes equipped with a unique mandrel system for custom shape sleeving and minimal label distortion, and a 5-blade rotary knife assembly in a compact footprint. The motorized film unwind system feeds longer, heavier rolls of film to maximize production runs.

### Low Speed

LSA – For low speed applications and daily shift operations, Tripack's LSA Series is the dependable solution. The LSA Series allows for wide formats, and is the perfect choice for applications such as ice cream containers and large bakery containers. The unique mandrel system accommodates custom shape sleeving with minimal label distortion. The motorized film unwind system feeds longer, heavier rolls of film to maximize production runs.

### Heat Shrink Tunnels

Tripack's HT Series of forced air Heat Shrink Tunnels is ideal for all Full Body Sleeve, Tamper Evident Neck Band and Combo Pack packaging applications. The Beverage, Dairy, Health/Beauty/Pharmaceutical and Bakery industries are perfect candidates for this technology. Tripack Sleever heat tunnels are designed to meet demanding shrink applications, offering

unsurpassed flexibility, safety and durability. The streamlined dimensions of our heat tunnels allow them to be used in virtually any facility. Our HT Series features adjustable baffle system, variable air velocity controls, digital temperature controls up to 500 degrees F, overtemp shut down and automatic cool down.

### Steam Shrink Tunnels

Tripack's ST Series of Steam Shrink Tunnels is ideal for all Full Body Sleeve, Glass Containers, Custom Shape Containers and High Shrink Requirements for the Beverage, Dairy, Health/Beauty/Pharmaceutical and Bakery industries. Tripack Sleever steam tunnels are designed to meet demanding mid to high speed applications, with maximum durability and high quality output. The streamlined dimensions of our steam tunnels allow them to be used in virtually any facility. Our ST Series features adjustable baffle system, easy access control panel doors, water collection trays, steam exhaust system and stainless steel construction. Tripack Sleever Steam Tunnels provide the best steam bath environment for the most difficult shrink applications.

## **A Kidney Donor for Colton**

### Kidney Disease

Kidney disease is the 9th leading cause of death in the United States, and yet 9 out of 10 people who have stage 3 CKD (moderately decreased kidney function) do not even know it. Kidney disease keeps the kidneys from doing their job: filtering waste and excess fluid from the blood.

Medication can help some people, but there is no cure for kidney disease. Many will require a dialysis machine to clean the blood for them, and other people will need a kidney transplant.

How do people get chronic kidney disease? For some, it is a complication of diabetes or high blood pressure, immune system diseases, overuse of NSAIDs or IV drug use. For others, it is caused by recurring kidney infections or an enlarged prostate.

Some people are born with kidney disease. Defects present at birth can block the urinary tract or affect the kidneys.

Colton is one of those people. He is 27 years old and like a lot of young men, he loves skateboarding and playing the card game Magic with his friends. We learned Colton had chronic kidney disease when he was just 15 years old. At that time, only 25% of his kidneys were functioning. When the doctor told us the reason for his high blood pressure was kidney disease, it was the most frightening day of our lives. Here was a boy who was supposed to be celebrating milestones like getting a driver's license and going to homecoming dances, but instead, he was learning to live with kidney disease.

Over the years, Colton's kidneys have declined. He now has no kidney use at all. Fortunately for him, he is still able to produce urine on his own, which most people with stage 5 kidney failure cannot.

Colton lives the most normal life as he can. He works full-time and can do most things that he wants. Kidney disease is a part of his everyday life. But no person young or old should have to live with this awful disease. We take it one day at a time, and are hopeful for a cure one day. But for now, there is no cure.

For Colton, a transplant is the best option. At only 27 years old, he faces a lifetime of dialysis, which, in addition to being extremely expensive, is a debilitating way for anyone to live. Dialysis patients typically need to go to a clinic three times a week for four hours at a time. Colton is lucky that he is able to do dialysis at home every night, but he is missing out on parts of his life, things you and I take for granted. While he may not be limited to going in to a dialysis center 3 times a week for four hours, he does have to be hooked up to his dialysis machine EVERY NIGHT for 8 hours each night. That might not seem like such a big deal, but for a young man like Colton, he should be making memories during these years, not worrying about getting home on time to spend 8 hours hooked up to a machine.

We are seeking your help to find a living kidney donor.

Finding a donor is not easy. There are easily over 100,00 people on the waiting list; some wait years, and many die waiting. While kidneys can be donated by the deceased, the waiting list is typically five or more years. Often, even after the transplant, a deceased transplanted organ will fail at an alarmingly faster rate than a living donation. Living donation can be scheduled at an opportune time for both parties, but most importantly, a living kidney donation is a healthier kidney and offers extended years of function and a much higher success rate.

Kidney donors give the gift of life. You can function completely normally with only one kidney. Most surgery is done through tiny incisions called laparoscopic surgery, and the recuperation period is short – generally only two weeks. If you are worried about the cost, your evaluation and surgery will be covered by Colton’s insurance.

Imagine the look on Colton’s face when he learns we have found him a donor. Imagine the look on your face when you say you are the one.

Learn more about living donation on the National Kidney Foundation (NKF) website: [www.kidney.org/livingdonation](http://www.kidney.org/livingdonation) or by contacting the NKF’s free, confidential helpline at 855.NKF.CARES (855.653.2273) or [nkfcares@kidney.org](mailto:nkfcares@kidney.org). If you want to talk to someone who’s already donated a kidney, NKF can also help.

Thank you for reading [name]’s story. If you are considering donating a kidney, let’s talk. Contact us at the information below, or you can contact the UK living donor program center directly at 859-323-2467.

We know living donation may not be right for everyone — but you can still help! Consider being an organ donor after death and, help us by sharing Colton’s story with everyone you know. At the very least we want to bring awareness to kidney disease and living donation.