CASE STUDY

Mac Software Creator Pixelmator Team
Ensures Flawless Business Documents
with Proof-Reading.com

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+ Pixelmator Team, LTD

United Kingdom-based Pixelmator Team Ltd. develops what they call "the most practical, fun, innovative and easy-to-use software for the world's best operating system, the MAC OS X." Their flagship product, an image editor called Pixelmator, was the fourth top-grossing application in the Mac App store earlier this year.

Press reports have referred to the Pixelmator Team application as "an absolutely incredible image editor for the Mac, exuding quality, style and speed." It is no wonder. The developers have put their hearts into creating the Pixelmator Team product—and continue to work on significant improvements. These improvements, they say, are focused on improving quality. It's this dedication to quality that permeates everything the company does.

And that includes all written material from the company.

+ The Challenge

When the company was launched, the founders realized early on that while they could develop flawless graphics software, flawless written materials were another matter. "We're software designers, not writers. We think in terms of pictures, not words," says Ausra Meskauskaite, support and communications manager, Pixelmator Team.

Pixelmator Team is a Mac software company founded in 2007 by two brothers—Saulius and Aidas Dailide. In four short years, Pixelmator Team has grown to nine people and is still growing. At the company, there is one user interface designer, five programmers, another designer, a beta tester, and a support person.

"At the end of the day, prompt and error-free communication with customers is our highest priority. Proof-Reading.com helps us immensely. We love the service."

-Ausra Meskauskaite Support and Communications Manager, Pixelmator Team Ltd.

Key Challenges
• Ensuring error-free business communication materials

• Providing fast turnaround

• Offering around-the-clock service

Solution Summary

When you have a quality reputation to uphold, quality needs to be reflected in all you do. Thus, error-free communication with customers is the highest priority for Pixelmator Team. Proof-Reading.com provides the professional edge the company desires, and does so with efficiency, speed, and razor- sharp attention to detail.

Industry
Software

Results
• Written materials which are error-free, helping Pixelmator Team to live up to its quality reputation.

• Fast turnaround of all documents, giving the company the ability to respond quickly to clients

• An editing service that Pixelmator Team says they can "rely on" any time, day or night.

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The company produces all kinds of customer documentation—website content, brochures, user manuals, presentations, blog posts, articles, memos, emails, and more. Pixelmator Team wanted all of this communication material to be free of any errors. "Error-free communication with our customers was, and still is, our highest priority," notes Meskauskaite.

+ The Right Solution

To meet their error-free documentation goals without compromising the ability to respond rapidly to clients, Pixelmator Team decided to look for a company that would provide high-quality professional document editing, fast turnaround, and round-the-clock service. Proof-Reading.com was the ideal solution.

Meskauskaite remembers that when Pixelmator Team first brought Proof-Reading.com on board, they submitted an article for editing and received it back in less than three hours, completely edited. "Now this was the kind of service we were looking for," she says.

Pixelmator Team uses Proof-Reading.com for almost all its written material, to make sure it is flawless. Anything that is customer-facing gets submitted to Proof-Reading.com. Meskauskaite notes that the last thing the company wants is a typo in anything that is sent out. Proof-Reading.com corrects every error in the company's written material, including grammatical errors, typing mistakes, misspelled words, punctuation misuse, and much more.

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Ausra Meskauskaite
Support and
Communications Manager
Pixelmator Team Ltd.

"I think one of the greatest benefits of using Proof-Reading. com is the confidence we have that our written communications are correct. The turnaround time is outstanding as well. Many of the documents we send to Proof-Reading.com are needed back quite quickly—and more often than not they are edited and returned even sooner than expected. We really rely on them," Meskauskaite notes.

One of the things Pixelmator Team appreciates most about Proof-Reading's service is that Proof-Reading understands the company's business and its writing style. "We have a tone and a style that's very unique and we love the fact that Proof-Reading can, as we say, go with the flow," says Meskauskaite.
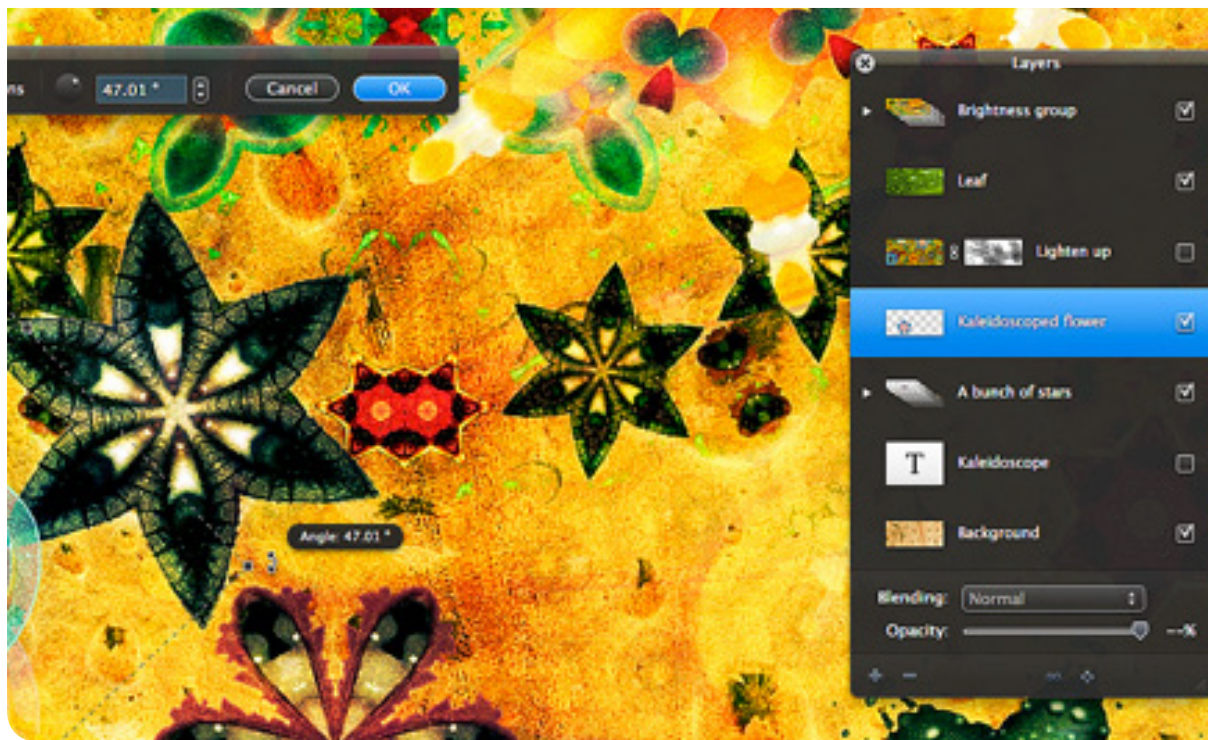
+ Looking to the Future

With a partnership that is going on four years now, Pixelmator Team's Meskauskaite notes that Proof-Reading.com has helped the company a lot over the years. Pixelmator Team is a hard-working group of people who love what they do, she says. It is also a team that is always doing an enormous amount of work.

"Proof-Reading.com has been there with us every step of the way," says Meskauskaite. "We've always been very happy—they've done everything that we expected—and more."

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-Ausra Meskauskaite Support and Communications Manager Pixelmator Team Ltd.

For more information on Pixelmator Team Ltd. and its award-winning Pixelmator software, please visit **www.Pixelmator.com**.

+ About Proof Reading, LLC

Proof-Reading.com was established to provide high-quality business document proofreading and editing services, utilizing the convenience of the Internet. Proof-Reading.com is located in the heart of San Francisco's Financial District, providing proofreading and editing services to businesses and individuals. Proof-Reading.com has a professional editing staff that provides high-impact results and quick return times.

Visit us at **www.Proof-Reading.com** or call us at **866.4Editor** for more information.