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To Whom It May Concern:

During the time I was a sales person at Rock-Tred Corporation, Robert L. Zook was Marketing Manager. Included in his responsibilities was most of the technical writing and copywriting for the marketing and sales activities of the company.

All the sales persons, including myself, were very pleased with the results Bob achieved from his writings for publicity, advertising and direct marketing. We were also happy with some of the sales tools he developed for us and the proposals he wrote for large turn-key projects. As a matter of fact, our success rate on project sales increased significantly because of the quality of his proposals. They were a tremendous professional help.

Both the quantity and quality of sales leads increased from Bob's writings for advertising and direct marketing. They opened the doors to a number of executives that several of us had not been able to get into to see. Likewise, his work on our trade show exhibits helped to increase the sales leads. An additional help to us and the professionalism of the company was the quality writings of the product technical data sheets and application procedures developed by Bob.

All in all, I would not hesitate to recommend Bob Zook for anyone's writing needs.

Sincerely,



Gerhard Kappe