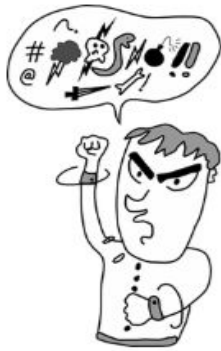


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cylindr

Intelligent B2B storytelling

Outsourcing - it's not a dirty word



Do you find yourself frustrated with the quality of your copy? As the Nordic content creation center for [BBN, the world's B2B agency](#), we've figured out the secret to effective technical writing and we know [what makes a good content copywriter](#).

Often, the best way to get written content produced at the right quality, cost and reliability is to work directly with a dedicated content agency. Outsourcing your content creation to us gives you results you can rely on - and far less cursing for you.

[Reach out and learn more](#)

Related resources from our blog, [Integrated B2B](#)

[Writers are the new heroes of B2B](#) by David Hoskin

[Why bad English-language writing is bad for business](#) by Laura Matheson

Discovering the Wonders of Whey

No longer considered merely a waste by-product, whey protein is now recognized for its health and nutritional benefits. Together with Marketing Selector, we worked with [Arla Foods Ingredients](#) to share the benefits of whey with the world. In addition to creating a strategic narrative and corporate visual identity, we helped launch their [highly successful blog platform](#) - positioning Arla Foods Ingredients as a thought leader in the field. Through interviewing nutrition professionals, researchers, athletes and other experts, we've written tens of thousands of words about the wonders of whey.



[Read the case](#)

*Sent to 2000+ subscribers
Services promotion and links to
other assets (corporate website,
blog, partners) that resulted in new
copywriting/translation biz*

Support through service

While many navies take care of their own equipment, DESMI stands ready with a range of service agreements. The company's service technicians have the necessary security clearances and skills to work aboard naval vessels, and DESMI labs are equipped for additional testing, such as measuring noise vibration, where required.

Proving that innovation extends beyond the pump systems themselves, DESMI technicians sent to service naval vessels typically arrive equipped with specially designed spare parts kits. Each kit has a clearly visible, unique NATO order number, showing precisely which pump type it fits.

And every kit contains all the parts necessary for the pump, from O-rings to bearings, shaft seal and more. As a result, repairs can be made more quickly – and ships are less likely to be delayed.

Ready for the next challenge

From shock-rated pumps to helicopter refueling systems and everything in between, DESMI has the confidence to back its products through robust warranties that can be adapted to fit navy requirements. And with a willingness to deliver products that meet exacting requirements and a commitment to building trusting relationships, DESMI will continue to expand its list of naval customers well into the future.

Created to support a sales call with a naval customer and written in a very tight timeframe using notes from an interview conducted by a colleague

Published on DESMI.com:

[https://www.desmi.com/news-\(3\)/desmi-and-naval-needs-a-perfect-partnership.aspx#1](https://www.desmi.com/news-(3)/desmi-and-naval-needs-a-perfect-partnership.aspx#1)