

## 99 Designs Website Design

After a wonderful experience having our logo designed on 99designs.com, we've come back to have our website layout completed by the amazing and talented artists on this site. We are very excited and very serious about selecting our layout from 99designs.com! So much so that we've opted to guarantee our contest! Everyone at this site understands that only one person will win the contest, but our pledge to you is that if you take the time to design a mock-up, we will provide feedback. Our goal is to provide 100% feedback on our contest. We will be involved and provide detailed feedback to ALL designers!

We are a small industrial cage and rack washing machine repair company that services high-end machines for pharmaceutical research facilities and hospitals. While we are a small business, we need a professional website that will serve as the first impression for many potential clients. To get an idea of our industry, please visit the following manufacturers:

### Website

One thing that I will admit off the bat is that we know NOTHING of web design and the intricacies of design. We're relying on the experts to provide the beautiful designs that we see in the contests on 99designs.com!

The prize of \$1200 is for the graphic design. We have specific requirements for the slicing and production of the website that may be beyond the range of many of the graphic designers here. A winning designer that has the skills required to take the .psd to a full operating site (to our specifications) will receive an additional \$500!! Please read the following (it's long) and let us know if you need additional details!! We stay involved and will provide feedback and guidance for all designs!

Here are the requirements:

1. We have attached our logo in .eps format. While the colors of our logo are set, please feel free to use complimentary colors and your artistic license to create a creative and original design.
2. Colors: Look at our logo and come up with complimentary designs. Blues, greys, and ANY other color that you think would look good. We want creativity.
3. We are looking for a web 1.5 design. What does that mean? I use a Mac and love the design of many of the websites that are associated with Mac software (Web 2.0) BUT we are a business that deals with high-end equipment and professional health care companies. We are looking for a design that is chic and professional at the same time. Model it after pharmaceutical companies, but give it a graphic twist. Below are some of the companies whose machines we service, this will give you an idea of our industry:
4. The website must be able to load quickly. The ability to quickly slice to CSS is highly desired, and the only acceptable submission form is .psd format. We apologize if this is inconvenient and if it is not possible for designers, please send us a message and we will handle those requests on a case by case basis.
5. The design should be adaptable for many different types of pages, yet to be implemented. Do NOT make the design too graphic heavy. Clean, simple, attractive and to the point but still appealing.

6. The following are a list of pages that need to be possible. Please design a home page and demonstrate the ability to produce all of the following pages. The final prize will require ALL pages to be produced. Once the home page is complete, it should be relatively simple to complete the project.
7. \*\*\*\*IMPORTANT\*\*\*\* We service industrial cage and rack washing machines for large pharmaceutical research facilities and hospitals. Please visit the following websites to understand the machinery that we work on. The look of the website should be professional, scientific, and engineering orientated. We are a service industry. Look at it from the view of a potential customer. What would impress you?
8. The following are a list of pages that must be able to be produced. Please design a homepage first. The overall look is the most important and will most likely win the contest. A good designer will be able to fulfill the requirements. Do not worry about ALL of the information below, it is quite a bit. We're more interested in the design first. We have included it to provide greater understanding of our business for the designer.
  - a. Homepage: Horizontal menu bar. Web 2.0 (light) with a professional look. DO NOT GO WEB 2.0 heavy. A nice balance is what we're looking for. We do not have any photos yet, so please use either graphics that you own the rights to, or royalty free graphics to start. Get creative. Incorporate the following pages into the menu bar. Provide links to the following pages: Why Washers, Inc.?; Services Offered;
  - b. Consulting: "Whether your facility requires a brand new washer, removal of an old machine, or suggestions into how to improve current operations, Washers, Inc. will provide you with expert advice designed to enhance and sustain your operations for years to come. Our staff has over two decades of industry and engineering experience. Our goal is to provide the information your facility needs, when you need it. Contact us for advice in any of the following areas:
    - i. Installations & Removals
    - ii. Maintenance & Repair of Existing Equipment
    - iii. Maintenance Training Courses
    - iv. Parts Supplier Information
  - c. Rebuilt Equipment Sales: When your facility is considering purchasing a new piece of laboratory washing equipment, consider a custom rebuilt machine. At a fraction of the cost of a new machine, Washers, Inc. can provide you with a reliable refurbished machine. When you buy a custom rebuilt machine, we provide the following to your facility:
    - i. No hidden costs. When we provide a quote, we mean it! The machine, labor, travel, installation and parts are all included in the package price.
    - ii. One Year Unconditional Guarantee on Parts and Labor
    - iii. Professional recommendations & expert advice.

- iv. Have more questions? Contact us for more information!
- d. Installation & Removal: We are experts in the art of installation and removal of laboratory washing equipment. We believe that expert advice should also be economical. Washers, Inc. can assist your facility in all phases of installation and removal of new and old equipment. Our services include:
  - i. On-Site Supervision
    - 1. Both Union & Non-union labor
    - 2. Facility Personnel
    - 3. Washers, Inc. Staff
  - ii. General Contracting Services:
    - 1. Installation ONLY
    - 2. Complete Packages: From removal of old machines to final demonstration.
  - iii. Consulting Services:
    - 1. Equipment upgrades
    - 2. Future maintenance concerns
    - 3. Federal Regulations
- e. Training: When it comes to maintaining your facility, our goal is to improve the ability of your staff to keep their laboratory washing equipment operating optimally. We provide training for both machine operators and facility engineers, reducing your downtime. Our hands on approach to training will provide your personnel with a greater understanding of the machines that they operate on a daily basis. Our goal is to train your facility staff to diagnose and repair the most common problems that occur with laboratory washing equipment. At Washers, Inc. we provide the following on-site training:
  - i. Operator Maintenance Course: Washers, Inc. staff will train your machine operators how to perform routine preventive maintenance. Preventive maintenance will reduce downtime by preventing problems before they start!
    - 1. This course is provided free to all customers as part of our Annual Inspection Agreement.
  - ii. Facility Maintenance Training: We provide your on-site maintenance personnel with training designed to familiarize them with the intricacies of laboratory washing equipment. We understand that many facilities are not able to staff a full time maintenance tech, and we provide the required training to bring personnel of all backgrounds up to speed on all facets of the machines.

1. Our training course is designed to be completed over two days. Please contact us for more details!
- iii. All training is normally conducted during your annual inspection months or based on customer requests. Our goal is to provide the training when and where you need it! Please contact us for additional details and for a quote!
- f. Inspections: We provide all customers who sign up for our Annual Inspection Agreement with two (2) inspections per year – once every six months. Facilities receive extensive on-site inspections services with detailed written evaluations designed to identify future maintenance concerns. Washers, Inc. provides the following with every Annual Inspection Agreement:
  - i. Washers, Inc. uses industry-leading standardized written Inspection Reports on all laboratory washing equipment at each facility. Our staff will ensure that your personnel understand all current and future concerns for each machine. Our staff will not present your personnel with a list of things “to fix” but ensure they understand the “why” behind our recommendations. We encourage your personnel to participate in the inspections so that they gain a greater understanding of the equipment they operate. This is included at no extra charge!
  - ii. Maintenance Concerns: We understand how important these machines are to your operations. At Washers, Inc. we have exacting standards for your machinery. We concentrate on the specific maintenance areas to ensure your machine operates at peak performance. Our detailed report will provide the details on how to achieve that performance, producing clean products each and every wash cycle.
  - iii. Quality Control: Quality is our number one concern. All washers spray water, but not every washer cleans properly. We focus on your entire operations, not just the basics. We provide your operators and maintenance personnel with the support they need to ensure smooth operations. Our bi-annual inspections are designed to keep your personnel informed of future concerns. Our Preventive Maintenance Recommendations will reduce your downtime, while maintaining the highest quality of operational excellence.
- g. Contact Us: \*Area for phone number, website, contact information, and form to contact us.\*
- h. Customer Area: For future development