

“The ChemQuest Group was chosen by the International Paint and Printing Ink Council to create its 5th edition 2015 – 2020 global market analysis (GMA) for paints and coatings. ChemQuest’s contract with IPPIC called for a highly experienced technical editor to provide a singular voice to the report’s nineteen chapters, many repurposed from prior editions. These were rewritten and updated by several ChemQuest staff chemists, each addressing their own specialty.

“Leading up to this massive project, ChemQuest found Chris Morton through an online search and subsequent vetting process. As a trial, we began our relationship by having Chris Morton edit a couple of PowerPoint presentations—drafted by one of our German PhD chemists—aimed at the global specialty coatings market.

“We were delighted with Chris’s substantive editing, formatting improvements, and turnaround time. He shared many PowerPoint tips and called our attention to technical content errors we had missed, even though he is not a coatings specialist himself. We were delighted with his attention to the smallest of details coupled with his overall professionalism.

“Several months went by where Chris would occasionally inquire as to the status of the draft IPPIC content. I appreciated his periodic follow-up. Ultimately the draft chapters began arriving, yet ChemQuest was faced with a very tight deadline to deliver the ~400-pp. IPPIC report. Due immediately following the Easter weekend, it had to be perfect (the report’s list price for non-members is \$4,500).

“Chris was to correct grammatical and punctuation errors, rework the chapters using a single voice, perform layout redesign, format all tables, check all chapters for continuity, then repair the table of contents prior to final consolidation as a single PDF file.

“Starting in early March with only a few chapters, Chris had but a few weeks to massage all of our draft content—some of it arriving at the 11th hour. Complicating matters was that many versions of Word had been used—on both Windows and Macintosh platforms—some still using Microsoft’s proprietary .DOC file format of yesteryear. No built-in templates or styles had been used, which caused many formatting issues and even system crashes as Chris began pulling the project together.

“Thankfully, Chris is a Word master who had been down this road before. He was able to assess the many problems and find workarounds. Along the way he created his own set of styles for the project and apply them such that each chapter reflected overall continuity.

“Chris worked through the Easter weekend, burning the candle at both ends to ensure that The ChemQuest Group met its deadline. Being the project manager, he kept me regularly updated—even through the Easter weekend while he was furiously working on deadline. All the while he kept his cool, as well as his sense of humor.

“At several points during the Easter weekend I even had Chris work directly with our client on some minutiae. Given his demonstrated professionalism, I knew I could trust him as an intermediary while keeping our client in the loop.

“Once I had approved each chapter Chris had rewritten and reformatted, he converted it into a PDF file. And at the eleventh hour he reformatted the table of contents. Being an Acrobat Pro subscriber, ultimately he was able to collate all of the chapters, the TOC, and the publication cover into a final, press-ready deliverable.

“Speaking on behalf of our entire staff, we appreciate all of the many tips Chris freely shared with us along the way, and not just about the finer points of using Word. Being an overall publications expert, Chris even provided valuable inputs to our client regarding its chosen publication cover. And in finding typos on the IPPIC webpage promoting its latest GMA, Chris discreetly passed those along so that we might share them with our client.”

Aggie Lotz, Vice-President
The ChemQuest Group