

Original corporate profile:

In business since 1955, ABC Corporation has earned a reputation for providing excellent, reliable and feature rich, core-processing solutions to financial institutions. ABC is experienced as a financial services technology company and with the broad experience of our employees, customer service is unsurpassed.

Same profile, updated with a more customer-focused voice:

Solutions that make cents and service that can't be beat. ABC Corporation brings you innovative and reliable core-processing solutions—built on half a century of experience in the financial services technology industry. Our team is reputable and responsive, and we're dedicated to helping you run your business better.

Original product description:

Our Automatic Washout Systems are significantly faster than hand washing photoresist film. Washout time is only 45-60 seconds on two standard sheets of 3 to 4 mil material. More importantly, an automatic washout system adds long term, continuous improvement with consistent results. ABC began processing custom photomask stencils for decorating companies across the world 24 years ago. ABC maintains the largest production facility producing custom photomasks. Our Automatic Washout System and patented design is straight out of our film processing department, combining 20 years of improvements.

Updated product description:

Processing made easy. The Automatic Washout System revolutionizes the speed and quality of your photoresist processing.

Process your photoresist film faster and better with the ABC Automatic Washout System. With an exclusive, patent-pending design, the Automatic Washout System enhances your productivity by streamlining the washout process and producing consistent results. Say goodbye to those pressure, distance and coverage inconsistencies that are unavoidable with hand-washing.