



COPYWRITING PORTFOLIO

SEO WEBSITE COPYWRITING*: AIR KRAFT

Air Kraft is a Coventry-based business providing air compressor sales, hire and servicing across the UK. The company is a Premier Distributor of Atlas Copco products, including air compressors, air receivers, air dryers, vacuum pumps and nitrogen generators.

*This is the original copy I supplied at the time of writing, as approved by the client. There may have been subsequent updates and changes to the live site.



This project needed *a lot* of subject research. Because, before I started, I had no knowledge of air compressors.

The website needed to talk to several different audiences, from existing customers, to people with varying levels of knowledge.

We used early signposting that would direct people straight to where they wanted to go when they landed on the home page.

Do you need effective SEO copy or content for your website?

You can get in touch and tell me about your needs using the form on my [contact page](#).

CONTENTS

Page	Title	Page	Title
2	Home	15	Air compressor attachments
4	About	16	Air treatment
6	Compressor hire	18	Vacuum pumps
8	Compressor servicing	20	Nitrogen & oxygen generators
11	Compressor pipework installation		
13	Our products		



HOME

Compressor sales, hire and servicing

Energy efficient compressed air systems, designed to save you money

Air Kraft specialises in high quality compressed air systems for trade and industry.

We offer a full service, from friendly, independent advice to supply, installation, servicing and repairs.

Atlas Copco air compressors

You don't want products that let you down or cost a fortune to run. That's why we only supply genuine, high quality Atlas Copco products and parts.

Atlas Copco is a world leader in compressed air systems and manufactures some of the most reliable, cost effective and energy efficient compressors on the market.

Premier Atlas Copco Distributor

Air Kraft is one of only a handful of Atlas Copco Premier Distributors in the UK.

Choosing us means you're guaranteed to receive a first class service from the best local air professionals.

Compressor sales

Investing in an energy efficient system should be a priority for your business. As a Premier Distributor, our Atlas Copco air compressors offer you some of the most efficient and cost effective compressors on the market.

SALES

Compressor hire

If your compressor has let you down and you need an emergency replacement, you only need a compressor for a limited time, or you would rather rent than buy, our hire options are just what you need.

HIRE

Compressor servicing

Whether your system requires a repair, routine service or major overhaul, our skilled technicians can help. We maintain and repair all of the major compressor manufacturers' products to an exceptional standard.

SERVICING

Compressed air piping installations

From installing your new air compressor system, to moving or altering your existing system, our technicians have all the skills and know-how you need. Your pipework installation will be durable, versatile and offer optimised production and efficiency.

INSTALLATIONS



ABOUT

Quality air compressor systems since 1993

Air Kraft has been supplying, installing and maintaining air compressor systems, in the Midlands and beyond, since 1993.

In 1995, we began dealing exclusively in market leading Atlas Copco products, which are known for their reliability and impressive energy savings.

This has enabled us to provide exceptional continuity of service and support.

Today, we are one of only a handful of Atlas Copco Premier Distributors in the UK. This means we have been selected as the best local air professionals and are trained to the highest standards.

We are also SSiP SafeContractor accredited.

[GET IN TOUCH](#)

The Air Kraft Story

Air Kraft's managing director, Craig May-Russell, got his first experience of the industry working for a small compressor company in Coventry.

Craig moved up the ranks, from sweeping up and passing tools, to servicing and sales.

After seven years, there was virtually nothing he couldn't do.

But, despite all his skills and knowledge, he felt undervalued and underpaid – so he decided to leave and start his own business journey.

A new opportunity

Craig tried his hand at several businesses after leaving the compressor company. But, though they gave him the autonomy he craved, he never felt the same fulfilment.

He was running his own hot dog van, when he was tracked down by a man who knew him from his compressor company days. The man asked Craig if he would be interested in doing some compressor pipework installations – and Craig jumped at the chance.

Preparing for take-off

Craig enjoyed the pipework installations so much, he started to rethink his business ambitions and decided to start his own compressor company.

Like many great companies, Air Kraft was born in a garage. One man with a van, a typewriter and a pipe threading machine, ready to make his mark.

Building the business

Craig got his first customers the old fashioned way, by knocking on doors.

As his business grew, he moved it, first from his home garage to a lock-up in Wolston, then to its current unit in 2000.

Building the business was hard work. In the first seven years of launching Air Kraft, Craig worked six and seven-day weeks with few breaks or holidays.

A family-run business

Today, Air Kraft is a family business, which Craig runs with his two sons and a staff of highly experienced technicians.

Together, they supply and install a range of Atlas Copco compressors and offer servicing and repairs for all the major brands.

Do you need compressor hire, sales, service or repair?

Contact our highly skilled team for independent advice, bespoke quotes and bookings.

[GET IN TOUCH](#)



COMPRESSOR HIRE

Compressors for hire

If you need a compressor on a temporary basis, we offer bespoke hire options to suit your needs. These range from short-term emergency cover to longer term rentals.

Hire from us and you can choose from a range of high quality products, including Atlas Copco. These systems are suitable for most applications. They provide an efficient and reliable supply of clean, dry compressed air, for various pressure levels and flows.

For a bespoke quote, simply tell us what you need, when you need it and for how long.

[GET A QUOTE](#)

Complete air compressor systems

If you're planning a new project, you may need to hire a full compressor system.

Our hire fleet includes electric and diesel air compressors, plus a range of quality ancillary products.

Air receivers

A receiver tank will boost your compressor's performance, giving a steady supply of instant air without the risk of pulsation and without having to cycle the compressor.

Compressed air filters

A filter makes your compressed air safe and clean by removing pollution from harmful contaminants. It also protects the dryer, preventing a build-up of dirt inside the pipes.

Oil water separators

A separator ensures safe, reliable and economical condensate management.

Compressed air dryers

We offer desiccant, refrigerant and membrane dryers to remove water molecules from your compressed air, making it safe and dry.

UK-wide delivery and installation

When your hire terms have been agreed, our engineers will deliver and install your chosen equipment, expertly and efficiently.

[GET A QUOTE](#)



COMPRESSOR SERVICING

Compressor servicing

Regular servicing is vital to maintain the reliability and energy efficiency of your air compressor system.

All Air Kraft servicing is carried out by our certified and highly trained technicians, using genuine Atlas Copco air compressor parts and lubricants.

Service plans

You can choose from three service plans to suit your specific needs.

1. Preventative maintenance plan

Proactive regular maintenance for your air compressor system.

- Plan your budget with stable costs upfront
- Keep your equipment running reliably
- Lower the risk of unexpected problems
- Cut stock and admin by leaving it to the experts
- Customise or adjust your plan at any time.

BUY PLAN 1

2. Inspection plan

Regular inspection visits to keep your air compressor system in prime operating condition, with any work required quoted separately.

- Fixed annual upfront fee
- All inspections and travel costs included
- Regular follow-ups by the experts
- Improves reliability and energy efficiency.

BUY PLAN 2

3. Fixed price extended service plan

Proactive regular maintenance for your air compressor system with a fixed term and price for three years or more.

- Plan your budget with stable costs upfront
- Protect your costs against inflation
- Keep your equipment running reliably
- Lower the risk of unexpected problems
- Cut stock and admin by leaving it to the experts
- Customise or adjust your plan at any time.

BUY PLAN 3

Extended warranty

For complete peace of mind, take out our Guardian 7-year or 9-year Extended Service and Warranty package. Guardian is available on new Atlas Copco equipment only.

- Fixed price* for the full 7-year or 9-year duration
- Servicing as recommended by Atlas Copco
- Includes all parts and labour with no hidden costs.

*Price is based on annual running hours and Guardian+ includes a full overhaul service of the entire drive train, compression element (air-end), gearbox and the electric motor at 32,000 hours.

Guardian should be ordered within 60 days of commissioning of your new Atlas Copco equipment.

BUY EXTENDED WARRANTY

Compressor service near me?

We generally offer compressor servicing for businesses within an hour of our premises in Coventry, but do travel further afield if requested.

If your approximate location is not listed below, please [contact us](#).

Abingdon
Alcester
Banbury
Bedworth
Bicester
Birmingham
Bromsgrove
Burford
Cannock
Chinnor
Chipping Norton
Coleshill
Coventry
Daventry
Derby
Didcot
Droitwich Spa

Dudley
Halesowen
Hinckley
Leamington Spa
Leicester
Lichfield
Loughborough
Lutterworth
Kenilworth
Kidderminster
Kidlington
M5 area
Market Harborough
Melton Mowbray
Northampton
Nottingham
Nuneaton

Oxford
Redditch
Rugby
Solihull
Southam
Stourbridge
Stratford
Sutton Coldfield
Tamworth
Thame
Wallingford
Walsall
Wantage
Warwick
West Bromwich
Witney
Worcester

BOOK A SERVICE



COMPRESSOR PIPEWORK INSTALLATION

Compressor pipework installation

If you're installing a new air compressor system, or need to move your current one, our skilled technicians will take care of everything for you.

We're experienced in all kinds of pipework systems and no job is too big a challenge.

We recommend Transair and AIRnet

Both systems are made in lightweight aluminium tube, with the option of stainless steel for oil-free, clean room applications or chilled water pipework installation.

The smooth bore tube reduces internal friction and improves energy efficiency.

Transair and Airnet tube is available in different colours to identify the gas conveyed within. Compressed air is blue, vacuum is grey and nitrogen tube is green.

They're efficient, cost-effective and designed for a quick and easy installation, so you'll be up and running in no time.

The aluminium components can be integrated into any existing pipework system, which makes them ideal for upgrades, extensions and expansions.

And they can be easily moved or modified if you need to make changes to your set-up.

Transair aluminium compressor pipe

Transair is manufactured by Parker Hannifin, a market leader in piping systems for compressed air, nitrogen, vacuum and chilled water. The pipework is available in either aluminium or stainless steel tube. The chilled water pipes are stainless steel.

The industrial gas pipes are made from powder-coated aluminium, which makes them lightweight and easy to handle.

- Qualicoat certified coating as standard
- Corrosion-resistant for exceptional longevity
- Leak-free system for maximal energy efficiency

- Large selection of pipe diameters from 16.5mm to 168mm
 - Ideal for compressed air, inert gas and vacuum applications
 - Reliable connections with no threading, soldering or glueing.
-

AIRnet compressed air piping

AIRnet is a compressor piping system manufactured by Atlas Copco and is available in aluminium or stainless steel.

AIRnet Aluminium piping system

AIRnet Aluminium is an efficient system for your air or gas network.

- Lightweight aluminium piping
- Press-fit connections for speedy installation
- Leak-free for maximal energy efficiency
- Corrosion-resistant for optimal durability
- Ideal for compressed air, inert gases and vacuums
- 10-year guarantee on pipes and fittings
- Selection of pipe diameters from 20mm to 158mm.

AIRnet Stainless Steel piping system

AIRnet Stainless Steel is a solid, safe and clean piping system for use with oil-free compressed air systems.

This makes it suitable for compressed air and vacuums that come into contact with the end product, such as pharmaceuticals, food and beverages.

- Silicone-free system with FKM seals
- Fast, clean installation with no welding or threading
- Suitable for clean-room applications (316 L)
- ISO 8573-1 certified for air purity
- 10-year guarantee on pipes and fittings.



OUR PRODUCTS

Air compressors

Energy costs will account for around 80% of the total lifecycle cost of your compressor, so investing in an energy efficient system should be a priority.

Our Atlas Copco air compressors combine expertise and innovation to offer you some of the most efficient and cost effective compressors on the market.

In the range, you'll find air compressors for a wide range of industries and applications, including:

- Airports
- Automotive
- Breweries
- Engineering
- Fabrication
- Food production
- Manufacturing
- Motorsport
- Pharmaceuticals
- Universities
- Water treatment.

We supply four main types of compressor.

Rotary screw compressors

Screw compressors are highly energy efficient. They can operate at high speeds, with low noise and deliver a large flow rate from a unit that is compact in size.

There are two options: oil-injected and oil-free, both of which offer fixed or variable speed drive operation.

Oil-injected screw compressors

These compressors use oil directly in the compression chamber. Oil will cool and lubricate the compressor element during operation and minimise compression leakage in the chamber.

They are designed to run for several hours at a time and are ideal if you need large quantities of air at high pressure. The Atlas Copco GA compressors are designed for continuous duty, comfortably running 24 hours a day, seven days a week.

[Get hire quote](#)

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Oil-free screw compressors

These compressors don't use oil directly in the compression chamber, but may use it as a lubricant/coolant in other areas of the compressor, such as the gearbox.

They meet the stringent standards required by the oil, gas, food, beverage and pharmaceutical industries.

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Oil-free scroll compressors

These compressors are incredibly quiet, energy efficient and low maintenance, thanks to their minimal moving parts.

They produce 100% clean, oil-free air, so they're ideal for hospitals, universities and dental practices, plus food and beverage manufacturing.

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Piston compressors

Also known as reciprocating compressors, these are some of the most economical and inexpensive compressors we supply.

Whether you need a small portable compressor, or a large industrial model, our range includes both oil-lubricated and oil-free machines.

[Get hire quote](#)

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AIR COMPRESSOR ATTACHMENTS

Air compressor attachments

Air receiver tanks

An air receiver is essential where there is a high demand for compressed air. The tank holds a supply of air that's immediately available and ready to use.

The air receiver helps to manage surges throughout the day and regulates your compressor controls to prevent short cycling and over pressurisation.

It also reduces pulsation: spikes in the pressure that put a strain on your air tools.

Our range includes different tank sizes for different applications – all delivered and installed by our expert technicians.

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Compressor control units

Our Atlas Copco control systems regulate the pressure of your system for a reliable air supply, maximal energy efficiency and minimal wear and tear.

They come with an intuitive and user-friendly touchscreen interface, for easy operation.

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[BUY NOW](#)



AIR TREATMENT

Industrial air treatment

In an industrial environment, contaminants such as dust, oil, water and harmful vapours are drawn into your air compressor, where they become concentrated.

Before you can release this air back into the environment, you need to make sure it's clean, dry and safe to breathe.

Good air quality is essential for the longevity of your air tools and manufacturing equipment.

This is where air treatment equipment comes in.

Air compressor filters

Our Atlas Copco air filters reduce pollution, giving you clean, breathable air and preventing harmful sludge from building up inside your pipes and reaching your equipment.

The filters combine technical innovation and rigorous testing to bring you some of the most advanced and effective air filtration systems on the market.

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[BUY NOW](#)

Compressed air dryers

We offer three types of Atlas Copco dryers: desiccant, refrigerant and membrane.

Desiccant dryers

Desiccant air dryers adsorb moisture from your compressed air using a desiccant material. They're suitable for all industrial applications and are particularly effective if you require extremely dry air.

Choose a rotary drum dryer for the best energy efficiency, or a twin tower dryer if you need a very low dew point.

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Refrigerant dryers

Refrigerated dryers protect your compressor system by cooling the air and turning water vapours into condensation. The excess water is then drained away, preventing harmful corrosion.

The dryers have low operational costs and are most often used in general plant operations. They might not be suitable if you need very dry air.

[Get hire quote](#)

[BUY NOW](#)

Membrane air dryers

In a membrane dryer, compressed air flows through membrane tubes in a pressurised vessel. Water molecules pass through the membrane into the vessel, where they're safely drained away.

Membrane dryers are lightweight, compact and have no moving parts, so they're cost-effective to run, require little maintenance and achieve drier air than a refrigerant dryer.

[Get hire quote](#)

[BUY NOW](#)

Oil water separators

Condensate treatment units take the water and oil that have been filtered from your compressed air and separate them, so the oil can be disposed of safely.

Use Atlas Copco EWD zero-loss drains with liquid level sensors. The sensors monitor the condensate build-up and only empty it when it reaches a certain level. This saves energy and stops you wasting your compressed air.

[Get hire quote](#)

[BUY NOW](#)



VACUUM PUMPS

Vacuum pumps

Our latest Atlas Copco GHS VSD+ variable speed drive vacuum pumps cut energy costs by 50% on average.

These industrial vacuum pumps operate cleanly and silently, creating a safe, reliable vacuum for a variety of applications, including:

- Food packaging
- Lifting and holding large/heavy items
- Pick and place – for small scale assembly
- Vacuum forming.

We supply four different kinds of pump.

Rotary vane pump

These oil-injected vacuum pumps deliver an ultimate pressure between 0.1 and 0.5 mbar.

They're best suited to small, point-of-use applications, such as packaging, woodwork, printing and plastics.

The latest models are smaller and quieter, which means they can be used in a more limited space.

[Contact us](#)

[BUY NOW](#)

Liquid ring vacuum pump

These machines have capacities ranging from 170 to 37,500 m³/h.

Liquid ring pumps are designed for handling extreme vapour loads. This makes them especially suitable for wet and damp environments.

Contact us

BUY NOW

Rotary screw vacuum pump

These vacuum pumps have been developed to function at 400 mbar and below, and have a maximum flow rate in the region of 5004 m³/h.

They have been designed for use in the food packaging industries, for processes including glass, plastic and tin can packaging.

Compared to oil-sealed and dry vane vacuum pumps, they offer better performance, reduced maintenance, and lower noise and heat emissions.

And, thanks to the control function, you can select the right level of vacuum for your specific application, so you're not wasting money on energy you don't need.

Contact us

BUY NOW

Dry claw vacuum pump

Dry claw pumps have volume flows between 65 and 1230 m³/h. The pumps typically have an ultimate vacuum of 140 mbar(a), but some of the latest pumps can reach 50 mbar(a).

The main selling point for dry claw vacuum pumps is that they have no lubrication in the main pumping chamber. This makes them the best choice if you need a pump with zero contamination.

The pumps are also cost effective and quiet to run.

Contact us

BUY NOW



NITROGEN & OXYGEN GENERATORS

Nitrogen and oxygen generators

Our gas generation units concentrate nitrogen and oxygen from the air with high levels of purity and make them ready for you to use.

The generators provide a reliable compressed gas supply for a one-time upfront cost. This makes them more economical than continuously buying cylinders.

A high-use gas generator could pay for itself within just 18 months.

Nitrogen generators

Industrial nitrogen is used in a range of industries including:

- Analytical chemistry
- Aircraft and motor vehicle tyres
- Chemical and petrochemical manufacturing
- Electronics
- Fire protection
- Food manufacturing
- Glass manufacturing
- Laser cutting
- Metallurgy
- Paint and varnish manufacturing
- Petroleum
- Pharmaceuticals.

Our Atlas Copco generators create a reliable supply of compressed nitrogen at a consistent level of purity.

If you use nitrogen cylinders, the last 10% is typically contaminated and has to be discarded. Switch to a generator and you'll avoid this waste.

As the nitrogen is produced on demand, there's no risk of it running out. And you'll save on refills, delivery costs and admin time.

It's also safer than storing cylinders, which may leak and are heavy and awkward to handle.

[Contact us](#)[BUY NOW](#)

Oxygen generators

Our Atlas Copco oxygen generators can be used in a wide range of applications, such as:

- Healthcare
- Glass manufacturing
- Ozone production
- Waste water treatment.

The generators use Pressure Swing Adsorption (PSA) technology to extract oxygen from the air with up to 95% purity.

Generating your oxygen on demand saves you time and money, by eliminating admin, cylinder refills and delivery costs. And there's no risk of it running out at the most inconvenient time.

A generator is also a safer option for your workplace, compared to cylinders, which can leak and are difficult to handle.

[Contact us](#)[BUY NOW](#)