

GEAR WRITERS

Stronger words. Stronger sales.



Gear Writers fixes broken or unclear factory English...especially suppliers based in China.

We turn low-quality or hard-to-understand English into clean Western-market product copy that converts.

Read on for our *Product & Website Copywriting sample work.*

Product Description Rewrite (Excerpt)



An example of how Gear Writers turns supplier copy into a conversion-ready product description.



BEFORE (Original Factory Copy):

“The XF-47 rack has 14-gauge steel is multifunction and can be used for many exercise with stability.”

AFTER (Gear Writers Rewrite):

“With 3x3-inch uprights and a 1,000-pound static load capacity, the XF-47 delivers commercial-grade stability in a compact footprint.”

Technical Specs Cleanup (Excerpt)

A sample of how Gear Writers cleans and clarifies supplier specs for Western buyers.



BEFORE (Original Supplier Specs):
“Size: 85cm × 120cm × 210cm. Steel: 2mm. Capacity: 500kg and up.”

AFTER (Gear Writers Rewrite):

- Footprint: 48" × 49"**
- Height: 83.5"**
- Steel: 11-gauge**
- Static Weight Capacity: 1,000 lb**

Category Page Rewrite (Excerpt)



A sample of how Gear Writers clarifies category descriptions for Western buyers.



BEFORE (Typical Supplier Copy):
“Barbell is suitable for fitness and powerlifting. Good for many exercise. Knurl is comfortable.”

AFTER (Gear Writers Rewrite):
“Barbell choice comes down to spin, knurling, tensile rating, and training style. Compare powerlifting, Olympic weightlifting, and multipurpose bars to find the best option for *your* training.”

FAQ Rewrite (Excerpt)



A sample of how Gear Writers upgrades unclear or incomplete FAQs into buyer-friendly guidance.



BEFORE (Typical Supplier FAQ):

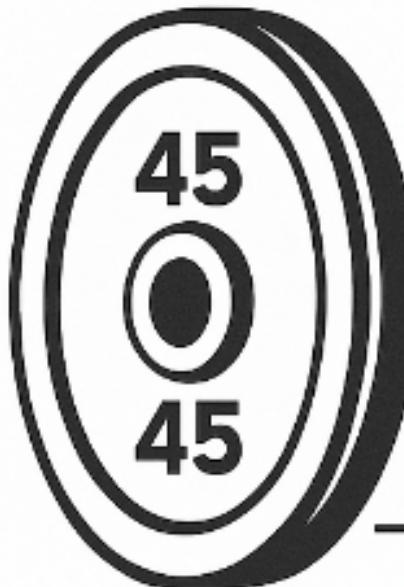
Q: “Can use in home gym? What size it need?”

A: “Need space 250cm x 130cm. Heavy machine so maybe need 2-3 people.”

AFTER (Gear Writers Rewrite):

Q: “Will the MLN-1010 leg press machine fit in a home or garage gym training space?”

A: “The MLN-1010 requires a 98" x 52" footprint and approximately 80" of ceiling clearance during use. It fits comfortably in most home and garage gym layouts.”



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What Gear Writers Delivers

- Western-friendly product descriptions
- Clear, accurate English for spec sheets & manuals
- Storefront optimization (Alibaba/Amazon)
- Brand voice development
- Blogs, newsletters, and press materials

Get a free English fix:

Message “free sample” to WeChat: fitenglishpro