

Vocabulary

Products and services

1 Choose the correct alternatives.

- 1 *Environmentally friendly*/Easy to use products are products which are good for our planet.
- 2 Excellent *service*/use keeps customers very happy.
- 3 *Good value*/Well designed products work very well because people have thought carefully about them.
- 4 Poor *quality*/value products are ones which are not made very well, often because they are made cheaply.
- 5 *Easy to use*/Good value products don't need millions of instructions.
- 6 *Good value*/Reliable products are worth their price.
- 7 A *reliable*/good value product performs well and consistently without failing or breaking.

2 Complete the reviews with the phrases in the box.

easy to use environmentally friendly
excellent service good value high quality
poor quality poorly designed reliable
well designed

- 1 It looked nice but the material was very _____.
- 2 I always buy _____ products. We need to protect the planet.
- 3 It doesn't work the way they say it does. This product is _____, don't buy it!
- 4 They're such _____ tables – the material they use is excellent.
- 5 I can recommend my new mobile phone company. They are very friendly and offer a really _____.
- 6 Sue is the best! She's always there when you need her. She's very _____.
- 7 I'm a little scared of technology, but this product was so _____ – I managed to get it working in minutes!
- 8 For the price, this product is amazing – It's really _____.
- 9 This website is a really _____ site – everything is very clear.



Grammar

Superlatives

3 Complete the conversations with the superlative form of the adjectives in brackets.

- 1 A: You know, I think this is the ¹ *nice*st (nice) phone I've ever had.
B: I need a new one, actually. Mine is definitely the ² _____ (bad) phone I've had. It's always turning itself off!
- 2 A: How was your weekend away, Jo? The place looked amazing. I saw your comment saying it was the ³ _____ (good) holiday you've had, so I guess it was good!
B: Oh, it really was, Sam. The service was excellent. I think the hotel staff were the ⁴ _____ (friendly) I've ever met.
- 3 A: Well, for me, the ⁵ _____ (+ important) thing about a washing machine is its reliability.
B: Yes, I agree. I think the ⁶ _____ (- important) thing is the brand name. There are some excellent products out there which aren't well-known names.
- 4 A: Hey – have you seen the new car ad on TV? It's probably the ⁷ _____ (funny) one I've ever seen.
B: Yes! I saw it last night. It's very clever advertising, don't you think?
A: Definitely. That's why they're one of the ⁸ _____ (popular) brands.

4 Correct the mistake in each sentence.

- 1 This is ^{the} ~~the~~ easiest route to the city centre.
- 2 This must be the louder washing machine I've ever had!
- 3 This restaurant is best in town – everyone knows it!
- 4 Why did you buy the cheaper one? You know it's going to be poor quality.
- 5 The most better phones come with good cameras.
- 6 I've always bought this brand. It's simply the most reliablest.
- 7 This is the baddest meal I've ever had – I want to speak to the manager.
- 8 I'm going for this one. I think it's the better value.