

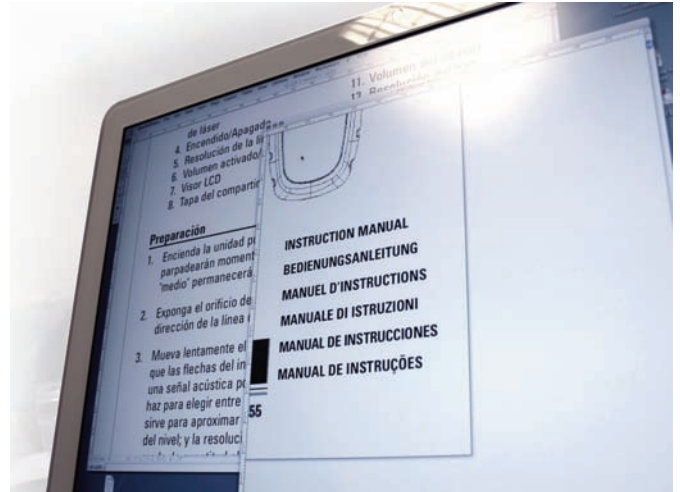
Case Study

Client:
Stanley Tools

Project:
Translation and Origination
of User Guides and Technical
Instruction Manuals

“Broadsword developed a slick and hassle free process for us, handling all the translation work and the final origination of the multi language instructions. This proved to be cost effective and shortened the lead-time of each project. I’m confident that Broadsword have everything covered.”

Gary Wainwright
Senior Packaging Designer -
Stanley EU Hand Tools Division



Stanley Tools came to us with an out-source requirement to take away the workload from their own “already stretched” design department.

Although Stanley were capable of producing the work internally – the task of organising translation into 23 European languages, working with agencies and then rebuilding a multiple language user instruction manual had been completely underestimated and quickly swamped their already busy packaging design team. On average this took them six weeks to complete the process. With an increasing demand a backlog of work quickly ensued, which in turn led to a loss of potential sales month on month.

We were able to offer a guaranteed turnaround on both the translation work and the origination and with a fixed-pricing tariff. Taking the original source file from the USA, the first step was to take out the “Americanisms” and replace with a European turn of phrase. This was then re-issued as a source file and, once approved, sent on to our translation specialists to do their bit: full translation and proof reading in the native tongue.

Once translated, our international typesetting expert rebuilt the manual as a multi lingual document, making sure that the relevant pictures, diagrams and technical specification were all in the right place. We then standardised the size and layout of the manual to give a more generic feel to the product range.

After this it became a simple case of re-issuing the completed manual as a print ready file via our FTP site.