



CASE STUDY

CATEGORY:
WEBSITE
TRANSLATION SERVICES



LOCATION: GERMANY / EUROPE

GENERAL PROJECT OVERVIEW

A process equipment manufacturer headquartered in Germany set its sights on expanding its footprint across multiple European countries. To support this growth, the company needed its English website localized into multiple European languages to enhance accessibility and drive regional sales.

THE CHALLENGE

As part of their multi-market expansion strategy, the client needed accurate and industry-specific translations of their technical website content into key European languages (Spanish, Russian, German, Polish, and French). Speed was also a key factor, as they aimed to launch across new markets within a short time frame.

THE OUTCOME

MULTILINGUAL WEBSITE LOCALIZATION



Localized website content from English into Spanish, Russian, German, Polish, and French using native translators with strong technical expertise.

RAPID TURNAROUND DEPLOYMENT



Completed translation and deployment within one week, meeting tight go-live timelines.

TECHNICAL TERMINOLOGY ACCURACY



Ensured precise and consistent use of industry-specific terminology across all target languages.

MEASURABLE DIGITAL IMPACT



Achieved a 40% increase in website traffic, significantly enhancing visibility and user engagement.

EUROPEAN MARKET EXPANSION



Strengthened the client's digital presence across key European markets.

ABOUT THE CLIENT

The client is an active, privately held engineering firm with a branch in Pune, India, established in 2006. They specialize in equipment supply and services for process, plastic conversion, and manufacturing industries, acting as a distributor for various machinery like mixers, heat exchangers, and dryers, with global clients and a focus on providing design and project support.

INDUSTRY

Mechanical

YEARS IN BUSINESS

20

EMPLOYEE COUNT

10-50

GEOGRAPHICAL PRESENCE

Global

