

ATEX EXPLOSIONSSCHUTZ GMBH Case Study

Client: ATEX EXPLOSIONSSCHUTZ GMBH
URL: www.atex100.com
Project: Japan Trade Show Marketing Materials

Integrated Japanese Linguistic Solutions:

Professional Translation
Professional Localization
Professional Graphic Design
Professional Printing

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We had a great entry into the Japanese market and a good part of that has to be attributed to you

"We were quite happy with everything that came from you, in quality as well as in timing. So please give my thanks to everybody who has been involved in this project."

"I would like to express our thanks to you and your team for the great job you have done for us. We had a great entry into the Japanese market and a good part of that has to be attributed to you."

Managing Director
ATEX Explosionsschutz GmbH (Germany)

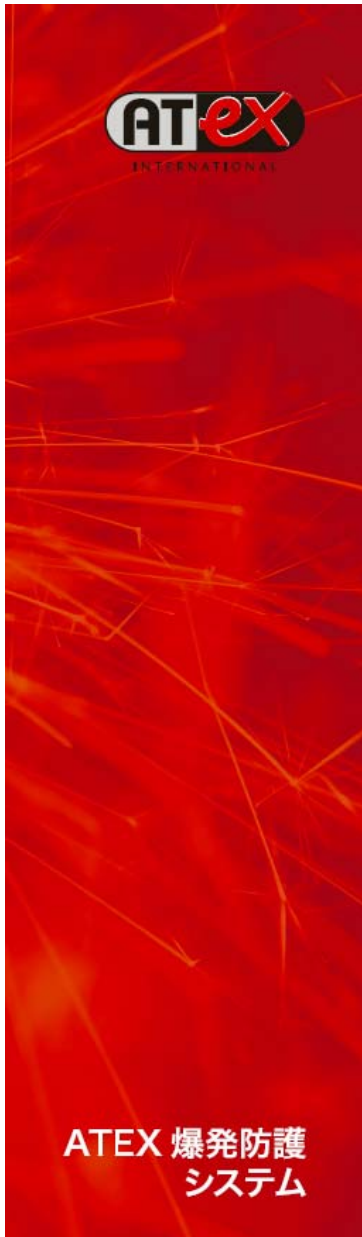
Summary

ATEX Explosionsschutz GmbH is an expert in explosion prevention and protection in plants and facilities. The company, based on international standards (Atex; NFPA), provides services for fire and explosion protection, research and test laboratory for safety engineering, test grounds for fire and explosion protection, individual and economical explosion protection schemes, and components and safety systems for fire and explosion protection.

With its cutting edge and high quality services, ATEX has been able to rapidly expand globally.

ATEX contacted [SAECULII YK](http://www.saeculii.com) (Tokyo, Japan) in March 2009 to translate, localize, design and print marketing materials (brochures, posters, flyers and name cards) for its Japan debut, an international industry trade show in Tokyo held in November 2009.

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Down to the Wire

Although ATEX first contacted [SAECULII YK](#) (Tokyo, Japan) in March 2009, and our staff were able to meet with the ATEX executive management team in September in Yokohama to finalize the project details, due to a data loss at ATEX we only received the project materials at the end of October.

This left [SAECULII YK](#) with just 5 days to complete *and* deliver the trade show marketing materials, **3 days of which fell over a weekend and a public holiday.**

The team assigned to ATEX initially decided to reject the project. The primary reason for this decision was the issue of quality possible (quality issues are inherent in any rushed job). Another reason was the issue of timely delivery of materials for such a large scale project (especially print volume).

Ultimately, however, [SAECULII YK](#) decided to accept the project.

Even though accepting the project meant that team members would need to work through the weekend and public holidays (often with little more than a few hours sleep!), we felt that the trade show was the perfect opportunity for ATEX to enter the Japanese market, and we wanted to be instrumental in helping ATEX achieve its goals in Japan.

“We were quite happy with everything that came from you, in quality as well as in timing.”

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Integrated Japanese Linguistic Solutions

The ATEX solution implemented by [SAECULII YK](#) (Tokyo, Japan) was a highly complex and challenging project requiring the participation of a number of our service departments.

“I would like to express our thanks to you and your team for the great job you have done for us.”

1. Translation

Japanese translation of the ATEX marketing material was, due to the unique products and services developed by ATEX, particularly challenging. [SAECULII YK](#) needed native Japanese translators with chemical engineering, mechanical engineering, and manufacturing plant knowledge and experience. In addition, ATEX placed a great deal of emphasis on a marketing oriented translation style. Not many translators possess these skills sets in a single package!

Our solution: the lead translator on the ATEX project had a total of 11 year's real world experience in chemical material R&D at a manufacturing plant, machinery design and international sales.

2. Localization

The primary job of the [SAECULII YK](#) localization department was to ensure that the ATEX marketing materials were down to the smallest detail suitable for the Japanese market. For example, Japanese business card etiquette is very formal, with established methods of presenting and accepting business cards. The quality and paper weight of business cards are carefully scrutinized by potential clients as this provides a lot of information about you and your company. The size of business cards are equally important as business card cases are all designed the same size in Japan – you certainly do not want to show up in Japan with oversized cards!

3. Graphic Design

ATEX graphic design assets also required localization. Generally, brochure localization involves *graphic engineering*, which is a relative straightforward process of manipulating image layout of existing graphic files. However, printers in Japan normally only work with InDesign and Illustrator software for high quality Offset Printing. The [SAECULII YK](#) web and graphic design

department, with the objective of delivering high quality print materials, re-created the ATEX graphic design assets per the specifications provided by local printers.

4. Printing

Offset Printing was, due to the high quality possible, the only print option that [SAECULII YK](#) considered for the ATEX marketing materials. Although On-demand Printing was the logical print option given the tight deadline we had to work with, our art director felt that the lower quality would create a negative impression for the client. Employing our network of local printers (and calling in a few favors!), we were able to arrange for high quality Offset Printing over the weekend and public holidays, and direct delivery of print materials to the trade show floor in time for the opening.

Conclusion

Knowing that [SAECULII YK](#) helped ATEX achieve its goals in the Japanese market with quality products and services delivered in a timely manner has been tremendously rewarding. The ATEX project also serves to highlight the merits of our integrated linguistic solutions approach to Japanese language projects.

What can Saeculii do for you? *You Tell Us.*

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