

Pioneer Europe

Multilingual catalogue and leaflet production



Mastering the language of multilingual productions

For many years, we've been a trusted partner of Pioneer Europe to manage the multilingual and print production for most of their European marketing communications. They've come to rely on us, knowing that they can hand over the master file and finished brochures will be delivered to their warehouse in two months, in up to 30 languages/versions.

All the language content is managed with our translation optimisation system, by our team of multilingual specialists. Translations from previous Pioneer communications are maintained in our translation memory. The system recognises and reuses matching texts. This ensures a consistent use of terms and reduces the amount of translations needed, saving time and costs. For completely new and partially matching texts, we co-ordinate the translations with knowledgeable translators from our network, and work with Pioneer subsidiaries to receive and implement proofreading corrections. The multilingual team continually monitors the quality of translations, and assures that translators are informed of Pioneer-specific terminology, preferred phrasing and style. Additionally, we use, retain and reuse only the final, corrected text. These factors combine to optimise the accuracy of their translations. Through our specialised, automatic system we localise materials into various languages – for fast production. Our skilled team oversees each version through to completion, with an eagle's eye for detail, so every brochure is on par with the first.

Additionally, we handle the colour management, printing and logistics of Pioneer's catalogue productions. High-quality finishing, print tests, ink & paper selection and file adaptations are part of our professional service. For exclusive brochures we've implemented embossing, varnish, special paper types and PUR bound finishing. Our quality methods are instilled at each step of the production process, in order to fulfil our exemplary standards.

It's a tried and tested approach for our customer – extremely smooth production and extraordinary quality results, time after time.

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What we've done:

Multilingual content management and printing production of 1 million Car Entertainment catalogues in 25 languages and 500,000 Home Entertainment catalogues in 20 languages annually; as well as multilingual brochures for Pro DJ products, High-end car audio line, iPod speaker systems, and more.

Our quality services:

- Account management
- Printing supervision
- Multilingual content management
- Quality, budget and planning control

