



Esprit International Communications Ltd.

Tel: 1-888-377-7488 (1-888-esprit-8)

E-mail: admin@espritint.com

Esprit website: www.espritint.com

Reflecting our Clients' Excellence

Esprit: bringing the world closer to your business!

**Full Translation Services in All Languages
State-of-the-Art Preparation of Electronic Files
Serving the North American Market Since 1979**

Good communication, especially between cultures, is hard to achieve, yet critical to the success of any international business. Esprit International can get you closer to your foreign language markets with superior quality translations that help you sell intelligently in multiple languages and cultures. Globalization and international marketing projects are facilitated using Esprit International's network of native speaking professionals. We produce on either Macintosh or PC, with all key software platforms for translation, interpretation, video and audio voice-overs, and typesetting/desktop publishing in over 40 foreign languages.

Quality Control and Esprit Team Work

We ensure quality through a structured team approach with fluent translators in specialized roles. We even add cross-reading and checking among various language versions to ensure a consistent approach in multi-language projects.

Website Translations

Multilingual "localization" is designed to support export sales and worldwide information distribution. Esprit has assisted with the development of multiple website projects in all major European and Oriental languages, including Japanese, Chinese and Korean. Esprit personnel surf the world studying website treatment and the role of translation in this medium.

Industry Compliance, International Standards, Legal Requirements

Our translators make it their business to know the labelling, packaging and industry standards as well as the marketing environment in their home markets. Besides language conversion, there are visual presentation differences, cultural adaptations and metrication of weights and measures that vary from country to country and affect the impact of translated text.

The Value-Added Translation — Exclusive to Esprit

Rather than simply supplying an academic translation of source text in marketing/advertising, Esprit provides an annotated text that provides suggestions for creative adaptation within the cultural context of your target market, encourages consultation, and gives you an appreciation of your image created through translation in foreign markets.

Check out our credentials and our organization on our website at www.espritint.com.

For a sample quote or more information,
Please call (416) 925-6500 or email to admin@espritint.com



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Translation Planning

Esprit International would like to provide you with the best product and service possible while keeping your production costs low. Here's how we can work together toward these goals:

Long-range/large project planning: Include Esprit early in your scheduling and budget plans. We'll help you estimate a budget for your large and on-going projects. We'll help you establish a critical path for major projects and show you where best to insert translation, thereby streamlining your production schedule. Time is money; as with the English language, surprises and restraints increase the costs related to second-language production. Help us to help you meet your production goals within budget parameters and create a win-win situation!

Short-term planning: As your production dates draw closer, call us to let us know when to expect the work so that we can reserve the translator team for your project.

Segment the work on large projects: Whenever possible, send finished sections of a large project as soon as the English version is completed, rather than waiting until the entire project is complete. Flowing the work to us in segments means that we can get started faster and return our completed translations in segments as well. Together, we can set up a flow chart. This helps ease the pressure on our translation process and on your complete project - it helps everyone meet their deadlines.

Batch small projects/requests: Segmenting is fine for large projects, but inappropriate for small ones, each sent as a separate emergency. That makes translation more expensive. In these cases, it is better to send the complete project, whenever possible.

Please give us the context! When sending a very small translation, especially if it is creative (such as a slogan), please identify the text by product name. If you cannot determine what the text means, we are likely to have a similar problem.

Highlight revisions: When you send us copy for revision, whether previously translated by Esprit or supplied from another source, please identify the changed text and give clear instructions for additions and deletions. This will save production time and lower costs.

Research and contacts: Please ensure that you, or your appointee, is available to respond to questions of interpretation or research, or for further explanation regarding specific content. If you will be away during some portion of the production, please appoint someone else who is fully cognizant with the project. By sending us any supporting documentation or previously approved translations as reference, you help us ensure a more consistent translation product for your organization.

Proofreading: If the translated project is going to be published, we strongly suggest that, prior to going to film, you allow for a final proofreading of the camera-ready material.

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Esprit, Your Reliable Language Ally

Translation errors can be very funny, but when your global sales performance and corporate image are at stake, *it isn't funny at all!*

Inaccurate and inappropriate translations can be embarrassing, hurting your credibility and prestige, and even causing considerable financial loss. At Esprit International, our mandate is to help our clients avoid the pitfalls of cultural misunderstandings in foreign markets and not become the subject of **International Marketing Blunders**, such as those on the Esprit Fun Page of our website! (*www.espritint.com*) To this end, we have developed systematic work processes to ensure quality control with a consistent, intelligent approach to translation.

When the pressure is on, you need a reliable supplier and ally who can adapt and work with you to produce the very best! We are **committed** to the role of linguistic ally, empowering our clients to communicate effectively around the globe wherever business takes them – South America, Europe, Scandinavia, Asia, The Middle East – by ensuring top quality translations at competitive rates – *cheerfully, on time and within budget!*

Get the Esprit Advantage!

Esprit Advantage #1: High quality of work

Benefit to our Client: Assurance of being well represented in the marketplace and not falling into embarrassing and costly bloopers

Esprit Advantage #2: Highly customized, personalized service

Benefit to our Client: Superior service and quality of your materials

Esprit Advantage #3: Full electronic and graphic service

Benefit to our Client: Additional control in producing accurate materials

Esprit Advantage #4: Competitive rates

Benefit to our Client: Excellent value for your communications dollar

Esprit Advantage #5: Quality Control ensured by our client-specific databases

Benefit to our Client: Customized translations with long-term consistency in your materials and an enhanced public image

Esprit Advantage #6: Expertise in writing for the spoken media, websites

Benefit to our Client: Speciality services developed by Esprit, not well handled by most translators

Esprit Advantage #7: Esprit production techniques, including cross-referencing

Benefit to our Client: Consistent quality across different languages, higher quality control overall

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