

# When you need so much more than **Google Translate**....



**DIXON**  
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The intent was lost in translation in an instruction manual for an engineering company when “**hydraulic rams**” was back translated as “**wet sheep.**”

The consequences of a poor technical translation are far more damaging than slightly higher production costs. The dangers of mistranslation in the technical field are not merely related to loss of company image and reputation, but may also lead to unforeseen liabilities, the risk of litigation and in some cases, injury or death.

We recently saw a mistranslation of an instruction in a manual – “move to the right hand side of the machine to extract the wire” which was translated to “**move your right hand inside the machine to extract the wire**”. This had potentially life-threatening consequences.

### **Can you afford not to use a professional translator?**

Our qualified and experienced technical translators:

- ⊙ Possess extensive technical knowledge, with at least 5 years of experience, working in their specialist field, using approved terminology.
- ⊙ Use the correct style: the limited space of a technical document requires the translator to express information which is sufficiently clear, simple and concise, for the reader.
- ⊙ Have the ability to work to strict deadlines.
- ⊙ Take into consideration the legal implications of the documentation.
- ⊙ Only ever translate into their native tongue.

## Respect your customer

A customer often looks for products that have a label or instruction manual which is correctly translated into their mother tongue. They like to see that the manufacturer respects them as a potential customer and takes them and his business seriously.

### But are your translations around the globe costing you the earth?

We know, as an individual in business, you are not expected to speak every language spoken throughout your target markets. But your company is. Unfortunately, having realised the importance of translation (often through lost opportunities), many companies then make the mistake of cutting corners by using cheap, unqualified and inexperienced translators and interpreters thus costing them more time, money and most importantly their reputation, in the long run.

We believe that the precise and professional translation of a document as important as a website, instruction manual or label is not a luxury, it is a necessity. We believe you do too.

### Examples from the range of our technical translation services:

- ⓧ Installation instructions
- ⓧ Operating & commissioning manuals
- ⓧ Maintenance guides
- ⓧ Invitations to tender
- ⓧ Patent documentation
- ⓧ Reports
- ⓧ User manuals
- ⓧ Spare parts lists
- ⓧ Safety conditions
- ⓧ Safety data sheets
- ⓧ Service and repair instructions
- ⓧ Technical specifications
- ⓧ Training documentation
- ⓧ Warranty conditions

**Call us** to see how our professional translation team can help you

**ATC** the mark of a quality translation



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