

# Translation & literature management services

---

## Yes, but will it mean the same in Russian?

How sure can you be that the translators have successfully interpreted your corporate messages? Have your inspired analogies, carefully crafted positioning and precisely chosen words survived the translation process? Too often translation ends up in the hands of a generalist and a host country employee trying to get it to read correctly. Even, given the best technical translation there is no real assurance that the message will hit the mark. Good translators are usually native-speakers and at their best when they have business experience and an excellent command of idiomatic English.

Increasingly, translation is part of a wider literature and brand management function, where materials are prepared in Europe or North America then localised for distribution around the world. Literature is prepared for use by channel partners or local agents to use as required. This can mean distributing artwork and logos and, too often, losing control over their use and quality.

## How we can help

### OUR TRANSLATION SERVICE

For more than six years, we have been successfully translating corporate literature and publications, web advertising & direct mail collateral, and more recently, online content. We offer this as a feature of our other services or as a standalone. Our translation partners cover most of the world's languages and have a background in business.

### LITERATURE & BRAND MANAGEMENT

We can help you to store and control the use of your corporate literature, publications and advertising materials at artwork level. Our online service provides agents and partners with branding and localisation of your materials, applying charges where appropriate on your behalf. An agent with password access can view all available collateral, make a choice and then have the item sub-branded or localised for contact details, and even printed and delivered.

## Working with Saffron House

**Saffron House** has been providing successful communications and marketing consultancy and creative services to clients since 1994.

Our clients choose to work with us in relationships which are informal, responsive and pragmatic. For this reason we don't employ the usual agency structures. We keep our organisation tight and virtual, with the emphasis on high value and performance.

For more details of our approach to Translation and Literature Management, visit our website. Or, better still, contact:

Kevin Mangan  
Kevin@saffronhouse.net T: +44 (0)1285 644425

John Mulholland  
John@saffronhouse.net T: +44(0)7966 925178

[www.saffronhouse.net](http://www.saffronhouse.net)