

[creative words]

**Millpledge Transforms
Veterinary Content Localization
with Creative Words**

CASE STUDY



Setting:



Millpledge, a leading player in the veterinary industry had an objective to find a partner that would deliver high-quality content across various languages to a diverse range of clients in their global markets.

It was paramount to find linguistic industry expertise alongside a streamlined workflow for their technical subject matter.

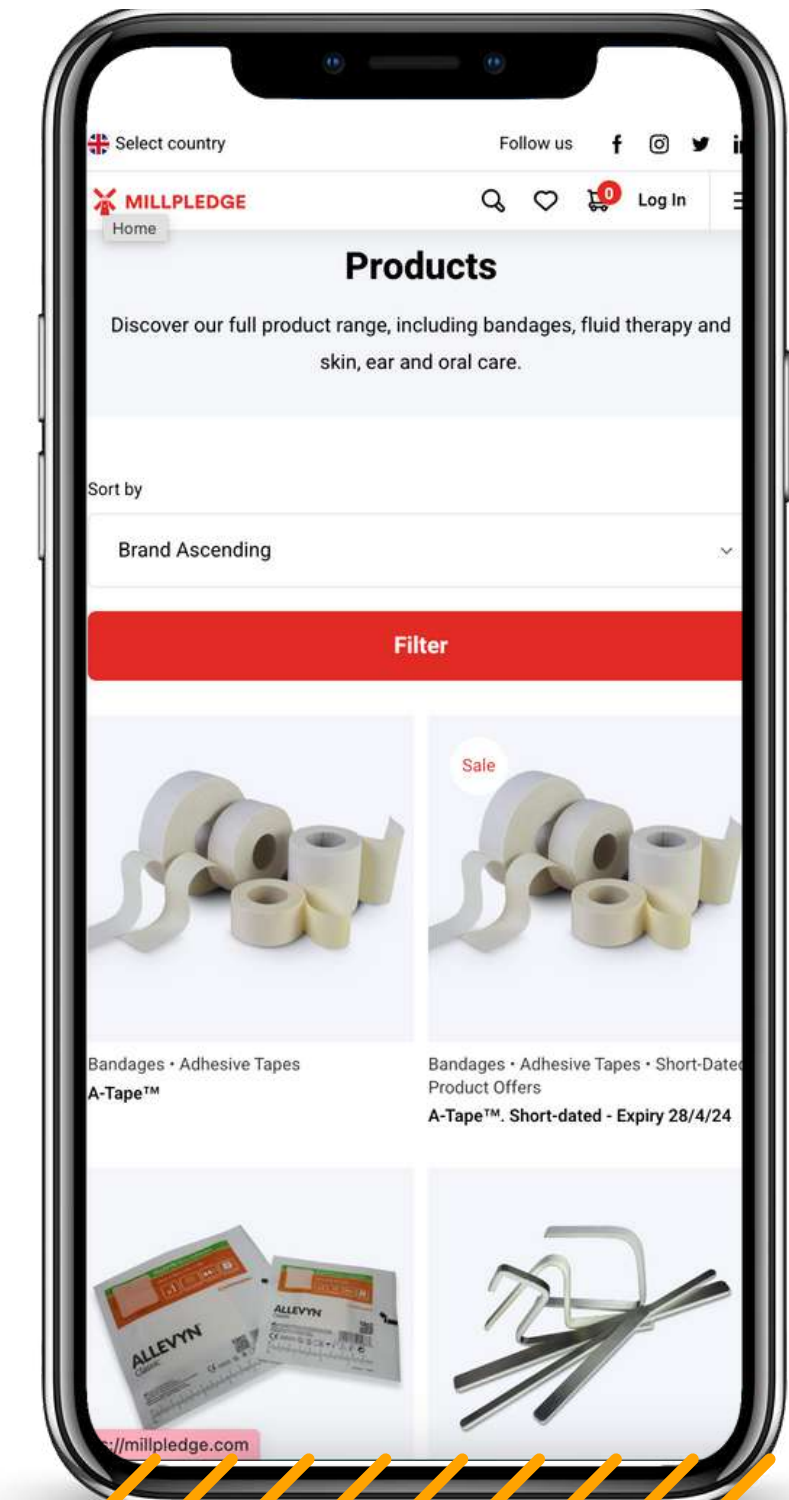
Their aim was to ensure that their clients received accurate information in their native languages adapted to their local markets.



The Challenge:

The challenge Millpledge encountered was two-fold: **efficiency** and **specialization**.

To maintain their industry-leading position, they needed to effectively deliver high volumes of content relevant to global markets and audiences while ensuring the exceptionally technical material was localized to a high standard.





The Result:

Creative Words – industry specific localization of content in multi-languages

Creative Words seemed the obvious choice to help deliver complex translations, improve their original process, and create a workflow which delivered timely **accurate industry specific translated content**.

The service applied by Creative Words: TEP (translation, edit and proofreading of their core languages) German, Dutch, French, and Latin American Spanish.

Creative Words vetted highly skilled linguists to build a specialized team capable of handling the intricate technical and marketing elements related to the veterinary field – ranging from packaging, marketing, trade events and sales literature. Creative Words created term bases, glossaries, and a translation memory to support the translation process for consistency and to help maintain costs for Millpledge.



What Millpledge say about us

“

C2E introduced us to Creative Words, Genoa. Creative Words have proved to be attentive to detail, they meet our deadlines and manage our rather complex terminology by using subject matter experts for our projects. We can depend on Creative Words for an accurate and reliable service for this. The working relationship is excellent, and this helps enormously with the entire translation process. Highly recommended.

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MILLPLEDGE

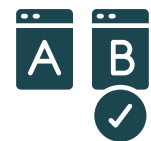


Your Italian Translation Partner

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