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Danby

Danby Case Study

Product’s information Translation – English into French (Canada)

English (US) to French (Canadian)

General

Danby is a **leading refrigeration and specialty appliance company** in North America, offering unique and inspired appliances, such as microwaves, compact refrigerators, wine coolers, ranges, washing machines, air conditioners and dehumidifiers, loved by people continent-wide. Since 1947 Danby’s business has grown from its Montreal location to several offices across North America.

The Challenge: Translation Required for the Description of the Product

Being a global translation providing company for home appliances presents Danby with a host of challenges, the most important of which is the translation of its products’ information into French (Canada). This translation is needed in order to be accessible to the customers around the French speakers in North America. As part of achieving its mission of getting the maximum number of customers for home appliance products, Danby contacted the services of Mars Translation.

The Solution: Expert Translation Services of Mars Translation

For translation of its product’s information, Danby contacted Mars Translation’s expert and native linguists. These professional native translators, adept at handling a wide range of documents, have a commendable experience in translation and proofreading in the home appliances field for more than 15 years. They wasted no time in translating from English to French (Canada) and proofreading the entire content of the product’s description, taking special care to preserve the essence of the document without compromising on quality and timeliness.

The Result: Expand the Business to French Canadian Market

As a result of employing the expert translation services of Mars Translation, Danby was able to translate its content for the French Canadian market. Mars Translation demonstrated yet again that easing business processes for industries through efficient and robust translation services is the company’s mission and it does not leave any stone unturned in that quest.

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