



Aplomb

TRANSLATORS • INTERPRETERS • TRANSCRIBERS



aplomb@aplombtranslations.com 9 Staple Inn, London WC1V 7QH +44 207 831 9444

Aplomb Case Study: Concretum Website

Aplomb Translated and Localised the Concretum Website from German into English.



Concretum Construction Science AG
Technoparkstrasse 1
CH-8005 Zürich

Tel: +41 (0)44 445 13 46
info@concretum.com

Aplomb worked closely with Concretum to ensure we created a website that reads naturally in English while maintaining the Concretum Corporate image.

As Concretum specialises in rapid hardening concrete used for motorways and airport runways, the text in some parts is quite technical. To achieve a translation that is both technically correct and also reads with marketing ease, Aplomb first had the translation carried out by professional translators who are also qualified engineers. We then agreed set terminology with Concretum and established a glossary. To ensure the text would read well for promotional purposes, we then edited the English text for style, vocabulary and marketing image. The end result is quite impressive. Have a look at:

www.concretum.com