

International merger

Diageo was formed in **1997** from the **merger** of Guinness and Grand Metropolitan.

The logo for Diageo, featuring the word "DIAGEO" in a bold, red, sans-serif font. The letters are slightly shadowed, giving it a 3D appearance as if it's floating or attached to a surface.

Diageo

Thanks to you and your team for the excellent translation work carried out on our merger documentation to French shareholders. I know that you were not given very much time to achieve this task and that our lawyers made your life more difficult by keeping you busy right up to the deadline!

A multinational property company and a multinational drinks company were about to merge. Many of the shareholders were French, so Aplomb was asked for a french language translation of shareholder, company and merger documents.

All translations had to be produced as fast as possible. The translation also had to be extremely accurate as the documents had to be approved by both the London and the Paris stock exchanges.

Aplomb worked day, night and week-ends to ensure that the drafts were translated, amended and completed in time.

And all translation was undertaken in complete confidence because the details of the merger could not be revealed until publication day.

We translated and amended some hundreds of thousands of words in less than three weeks!