

Taylor's of Harrogate sells its green, black and herbal teas to more than three dozen countries. Sometimes the language on the packets can be challenging because of a lack of space or because some words are just difficult to translate.

As a premier exporter, the company sells enough tea to provide 60 million cups worldwide every year. But when it comes to deciding exactly what goes on the packet, it works closely with Chamber International's translation services.

For several years Taylor's has worked with the organisation ensuring that packets destined for German, French, Dutch, Italian and Spanish speaking markets are correctly translated.

"I asked Chamber International for a quote and they came back to me within 24 hours and all the translation work was back within a week," says export sales co-ordinator Emma Laing.

"We've been very satisfied. The price was very competitive and we found that the service was very quick indeed. We asked for it in a Word document and back it came in just the right format. We trust them and feel very comfortable about using them."



**Emma Laing, Taylor's of Harrogate**

Contact Alison Holmes for a quote on 0845 034 7200, fax 01274 771587 or email [alisonh@chamber-international.com](mailto:alisonh@chamber-international.com)

[www.chamber-international.com](http://www.chamber-international.com)

Chamber International

Preferred supplier of international trade services to Chambers of Commerce in Yorkshire

**Tel:** 0845 034 7200  
**Fax:** 01274 771587  
**Email:** [sales@chamber-international.com](mailto:sales@chamber-international.com)  
**Web:** [www.chamber-international.com](http://www.chamber-international.com)

**Post:** Chamber International  
Devere House Vicar Lane  
Little Germany  
Bradford BD1 5AH



# Chamber Translation



Unlock your company's potential in overseas marketing

# Language and culture for competitive advantage

Understanding the language and culture of other countries makes real financial sense when you want to trade abroad.

As a business, the ability to communicate is a key ingredient to your overall success regardless of whether you are communicating with overseas customers, suppliers and distributors, tourist visitors or staff whose first language isn't English.

## Did you know?

- 60% of British trade is with non-English speaking countries
- One in five exporting companies say they are losing trade because of language and cultural barriers
- There is a direct correlation between export success and the value exporters place on language skills

When a machine manufacturing company from Keighley needed to give specialist technical training to a group of its German customers at its Cross Hills site, its first port of call was Chamber International.

Fives Cinetic Landis Grinding Ltd didn't just need a competent German speaker to teach the visitors how to maintain the grinding machine they had just bought. The company also needed someone who could accurately translate highly technical terminology to ensure the equipment could be properly used and maintained.

Cinetic Landis called Chamber International, who within hours supplied them with specialist interpreter Eddie Lawless.

"Chamber International were very helpful indeed in finding him for us," says training and quality manager Steve Conroy.



Steve Conroy, Cinetic Landis Grinding

# How to boost sales overseas

We offer fast dedicated translation support for businesses throughout the region that trade internationally. Our translators are skilled in more than 100 languages and are carefully selected for their sector experience to ensure the best possible match for your business:-

- Technical and commercial language translation
- Conference, simultaneous and consecutive interpreters
- Bespoke business language training for groups or one to one
- Competitive prices
- Native Language telephone support
- Quick turnaround to meet your deadlines
- Discounts for Chamber of Commerce members
- Over 100 different language combinations from Arabic and Bulgarian to Yiddish and Zulu
- A tailor-made service to help you raise the quality of your multilingual communications