

# Translation specialists in your world

## Harnessing technology to reduce costs

### Print industry case study

Domino Printing Sciences is a world leader in inkjet and laser technologies for printing and coding solutions.

Domino's A-Series Plus printers offer their clients unrivalled reliability and connectivity, delivering a coding solution that provides improved productivity through real-time centrally reported status and message management – without the need for any additional special software.

At the heart of the A-Series Plus range lies an innovative information system for operators: a single source central database comprising software, online help and technical help, designed by Domino to reduce translation costs, develop common terminology, reuse phrases and terminology, increase control and reduce lead times.

#### Challenge

Crucial to launch was the translation of the online help files into some 28 different languages, a challenge that needed to be completed within an exacting timescale.

Software strings/prompts were historically translated by Domino's local (in-country) service engineers. However, the online help files required for this project were considered far too large and overwhelming for the local markets to be able to respond. Adopting this traditional in-house translation route could not only create the potential for inconsistency but jeopardise Domino's target launch date.

#### Approach and solution

Domino urgently required a solution that would not only handle the translation work involved, but also provide streamlined integration with its single source central database. This would ensure a reduced number of manual steps in the translation process, thereby lowering costs and overall turnaround time.

Domino sought assistance from Lloyd International Translations (LIT), preferred supplier to Domino Printing Sciences since 2001.

#### Results and benefits

LIT's translators worked within predefined character length restrictions enabling all text to be viewed on-screen, ensuring consistency with the previously translated prompts while maintaining the integrity of embedded HTML code.

Files were exported from and imported directly into the printer information system, providing peace of mind for Domino, and a central translation source which takes full advantage of Translation Memory to increase quality and speed while driving down costs.

LIT delivered a complete suite of translations to support Domino's launch of the A-Series Plus range of printers including on-line help, operator and maintenance manuals, brochures and web content.

Centralised control over all technical documentation relating to software and online help has allowed Domino to dramatically reduce costs by removing the need to re-translate content.

***"This has been a challenging project that has taken time to develop. LIT have come along with the vision and have worked in partnership with Domino in helping us achieve the translation reality."***

Allan Lewis - Domino's Technical Publications Manager

#### Lloyd International helps Domino reduce time to market and costs



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Founded in 1978, Domino Printing Sciences is a world leader in inkjet and laser technologies offering total coding and printing solutions. Variable data such as bar codes and traceability codes are printed onto products in industries such as food, beverage and pharmaceutical. System solutions have been developed to print addresses and numbering on products in binding and finishing, newspaper and games management industries and many more.

Domino has a turnover in excess of £208 million and employs over 1800 people worldwide. Through a global network of 16 subsidiary offices and more than 75 distributors, Domino sells to over 120 countries offering extensive customer support. Domino's 8 manufacturing facilities are situated in the UK, Germany, USA, China and India, including group companies Sator, Wiedenbach, Mectec and Easyprint.



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