

# Cultural and Language Consulting

## Industry Focused Specialization

With a customized approach to a full range of industries, the breadth of ENLASO's experience and capabilities include:

Medical, Pharmaceutical, and Biotech

IT Hardware and Software

Advertising and Marketing

Consumer Products

Legal and Patent

Finance and Accounting

Transportation

Energy

Telecommunications

Mobile and Wireless

Entertainment

CRM and ERP

Gaming

Online Dating and Social Networking

eLearning

In today's global economy, more and more companies are gaining market share by tapping into foreign markets. They thus face the challenge of having to localize and translate their software applications, eLearning platforms, Websites, video games, technical documents, and marketing collateral.

Companies targeting the various US Hispanic markets need to make sure that translations are performed by language specialists who understand how to write content and marketing copy that is easily understood by the various Hispanic sub-segments they are targeting, carefully selecting terminology and cultural references. Writing in a particular language requires the writer to think in terms of that language and the related culture.

ENLASO's team of in-country linguists and cultural consultants effectively assists global corporations with all of their cultural consulting and evaluation needs, including:

- Researching and analyzing various target markets
- Evaluating and testing of company names, product names, brand names etc.
- Researching local products, trends, slang, etc.
- Evaluating international symbols and icons
- Identifying and preventing the introduction of potentially negative connotations, product or brand associations, and historically or culturally significant issues

## McDonald's Case Study

For more information on how ENLASO assisted McDonald's Corporation to culturally adapt their packaging information, please go to the homepage of our website at [www.enlaso.com](http://www.enlaso.com).

## Enterprise Language Partner

ENLASO is committed to exceeding customer expectations as your enterprise language partner. Long-term global success requires a dynamic language partner that establishes technical, organizational, and process standards early. Led by a flexible team of language professionals and localization consultants, ENLASO optimizes your localization capabilities and empowers you to develop your global markets.

## Established and Experienced Language Service Provider

Established in 1968, ENLASO has been the premier language partner to global companies for over four decades. Scalable to your enterprise language needs, ENLASO has offices in Boulder, CO, and Boise, ID, as well as sales and production staff in the Midwest, and on the West and East Coasts.



## Contact ENLASO

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## ENLASO Offices

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Main Production Office  
in Boulder, CO with  
additional offices on East  
and West Coasts.

## ISO 9001 Certified Language Service Provider

ENLASO is an ISO 9001 certified language service provider with robust quality and customer service processes. With stringent processes at every organizational level and project milestone, ISO 9001 certification recognizes ENLASO's rigorous linguistic selection process, employee training, customer-focused account and project management, and customer service practices. In the eyes of international regulatory bodies, ENLASO's ISO 9001 certified processes are equivalent to having an in-house translation and localization department.

For more information or to request a quote, please contact us by phone at (866) 415-6820 or by e-mail: [marketing@enlaso.com](mailto:marketing@enlaso.com).



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