

Transcreation

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

Depending on product and target audience, your website or marketing content may contain slang or colloquial expressions—for example, “Kissing under the Mistletoe”, “Thinking outside of the box”, or “Where’s the Beef?”—or may be so highly creative and flavorful in a way that simply does not lend itself to literal translation. When you compose your content, avoid over-using idiomatic verbiage that only a native US English speaker might understand. If the intent is to be playful, do keep it generic! ENLASO's marketing translation experts excel in translating most marketing content appropriately, however in the event of extreme and consistent idiomatic verbiage, ENLASO may recommend engaging creative copy-editing linguistic specialists for initial “Transcreation” (i.e. Creative Translation) drafts, an additional step which may incur additional costs to you. Your dedicated ENLASO project manager can help guide your decisions. Please note that ENLASO always recommends for you to have any content—not just marketing—reviewed by your in-country colleagues for final approval.

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

www.enlaso.com
marketing@enlaso.com
(866) 415-6820
(303) 516-0857

ENLASO Offices

Headquartered in
Boise, ID
9543 W. Emerald Street
Suite 105
Boise, ID 83704
T: (208) 672-8500
F: (208) 672-8522



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.



Envision. Engage. Enable. ENLASO®

Copyright © 2015 ENLASO Corporation. All Rights Reserved.
ENLASO and Envision. Engage. Enable. ENLASO. are registered trademarks of ENLASO Corporation.