

The logo for asktranslation features the word "ask" in a bold, blue, lowercase sans-serif font, followed by a registered trademark symbol (®). The word "translation" is in a grey, lowercase sans-serif font. The background of the slide is a collage of blue-toned images: a close-up of a building's structural beams at the top, a low-angle shot of several skyscrapers reaching towards a clear blue sky on the right, and solid blue blocks at the bottom and top right.

# ask<sup>®</sup>translation

Place your **trust** in a company that **speaks** your language...

# about ASK...

## > *welcome to ASK*

At ASK Translation we can claim to be one of the UK's leading translation companies.

Established in 1988, our policy of continuous investment in people and infrastructure has enabled us to meet both the demands of all our customers, as well as grow to become a leading player in the global translation market place.

We operate from our self-owned Headquarters in England and our prestigious City of London office that also accommodates The Total Translation Company and AGET, two successful London agencies added to the Group.

And because our specialist divisions cover the complete spectrum of industry and commerce including the legal, financial, technical, IT and publishing markets, you can rest assured that ASK has all the skills and expertise necessary to assist you, whatever your requirements.

## > *performance-driven*

Our success is built on the strongest of foundations – quality and service.

Drawing on our extensive resources, all our work is performed and managed by accomplished professionals using proven techniques. For quality control, projects are monitored at every stage, and on completion, feedback is fully analysed to help achieve total customer satisfaction.

We assign a Corporate Account Manager to every client. This member of staff will act as your primary contact, provide all the information and advice you require, and ensure that your work is completed to your exact requirements, efficiently and on time.

Our guiding philosophy lies in developing personalised, performance-driven and cost-effective solutions to all our clients. We aim to do this by listening carefully to your needs and goals and then providing the very best level of service and advice.





## > **winning formula**

Our impressive track record demonstrates our specialist knowledge and vast experience in managing all types of project.

Our tried-and-tested recipe for success is built around outstanding customer services, high quality work, many years experience and hard work.

ASK's client base stretches around the globe, spanning the complete spectrum of industry and commerce. Working with blue-chip multinationals as well as SMEs, we pride ourselves on delivering cost-effective solutions to all.

We are continuously striving to develop long-term partnerships with all our customers, and our prestigious portfolio confirms that at ASK we really do have the winning formula.



*We have enlisted the services of The ASK Group on a large scale in several areas of our business: translation of website and WAP pages, various reports, research contracts and analyses of web protocols (mobile and fixed services) all into multiple languages ranging from English to Chinese including the majority of European languages.*

*Our attention was drawn to the skill and fast response of the ASK staff and confirmed our already positive first impression of the absolute professionalism of the Group.*



**Mojdeh Zamani**  
France Télécom, France

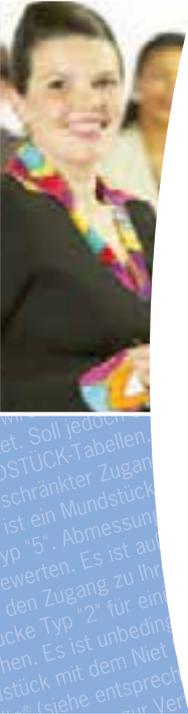
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The text above is in Japanese and taken from a brochure we translated and typeset in Japanese and Arabic for an international hotel chain.

The font used:

HS Gothic Medium

# translation...



## > **quality**

We translate many millions of words each year in almost every language and on a vast range of subjects, making specialist translation work the very core of our business.

To ensure accuracy, we select only translators and proofreaders of the very highest calibre who have a proven track record in their respective fields.

When you place a translation project with us, this is handled by an experienced Project Management team, who will advise you and, aided by our advanced job tracking system, keep you informed at any time of your project's status.

Working to the new European Translation Standard, BS EN15038, as well as ISO 9001, help us maintain strict client confidentiality and the highest levels of both quality and customer service.

## > **flexibility**

The expertise of our staff and depth of our resources mean we can handle even the most complex of projects.

Whether you need to translate a technical manual into twenty languages, a press release into all major European languages, a Japanese chemical patent into English or a legal contract into Arabic, rest assured that ASK has the experience and flexibility to meet your needs.

Our mother tongue translators are both language specialists and experts in the subject matter they translate, and we use only professionals who have passed our stringent selection procedures.

Utilising our in-house library of resources built up over the years, we can easily research the most specialised subjects and thus deliver comprehensive and accurate translations.

## > **accuracy**

Using mother tongue translators, resident in the countries where your work will be read, helps to produce more natural-sounding translations, as they inevitably have first-hand knowledge of developments in language and culture.

For consistency in your future projects we always aim to use the same translation team. Glossaries are routinely compiled and any necessary research is included as part of your translation package. Trados can also be used where applicable.

Translations requiring our proofreading service are carefully checked by an independent mother tongue translator or proofreader prior to dispatch, not just for accuracy, spelling and grammar, but also for consistency in terminology.

We are confident our commitment to quality, service and long-term partnerships will make us an invaluable asset to your team.

“

*As an extremely busy agency with an international client portfolio, we are frequently called upon to produce literature in many languages. Some translations can be highly technical in nature, requiring a good understanding of the subject matter.*

*ASK Group consistently deliver a quick and accurate service, enabling us to meet important deadlines and maintain a consistent brand message for our clients worldwide.*

”

**James Howitt**  
**OPUS Creative Marketing, UK**

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The text above is in German and taken from a series of 80 technical manuals we translated and desktop published into German for a US multinational.

The font used:

**News Gothic Regular**

# website translation...



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المقتل...

## > *global gateway*

ASK's website translation division brings together our internet and language experts, using our in-house facilities to transform your site into a global gateway to your services.

Whether you want us to translate a small website, or to localise and manage a database-driven site in multiple languages, we can offer you custom-made solutions optimised for your needs.

And having our own web server, programmers and multiple sites ensures we fully understand and keep up to date with the latest internet technologies.

Free consultation and advice is available from the very start of your website translation project, and our team will continue to guide you through its entire course.

## > *localisation*

Not only can our specialist linguists translate your website copy into multilingual versions, they can also localise your site to ensure that it appeals to your target audience.

This service can include localising culture specific items, as well as adapting references such as measurements and telephone numbers.

For maximum impact, ASK's website localisation work is performed by experts resident in the target market who will thoroughly research and give expert advice on issues specific to your site.

Our speciality is recreating websites in any language, alphabet or script, including Arabic, Chinese, Japanese and Korean, and matching the layout of any foreign language version to your original site.



## > **optimisation**

What's more, our web experts will encode your meta tags to optimise your site so it views correctly in a variety of browsers and for search engine indexing, amongst other things.

Your site will only be delivered once it has been carefully tested to make sure that it is fully operational, checking links, load times and compatibility.

We can also assist you with localised search engine optimisation as well as local Google Adwords and Yahoo Marketing campaigns. Our team can also track your ranking and monitor your results.

With an in-house team of internet programmers keeping abreast of the latest developments in web technology, we believe our website translation capabilities are second to none.



*We have been clients of ASK for over 15 years. During that time we have built up an excellent relationship with them and have been impressed by their professional approach to all our translation requirements. Among others, these have included long-term projects translating our corporate website into 5 languages.*

*The technical expertise of ASK's studio staff proved an invaluable asset throughout the course of the website project. We look forward to collaborating with ASK on further successful projects for many years to come.*



**Rick Fryer**  
**Vinten Broadcast, UK**

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للعرض واختيار  
حتى الأسلوب الم  
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كما في فإنه يمك  
البرامج

The text above is in Arabic and taken from a large database driven website we translated and provided into Arabic and 6 other ethnic languages and provided in formatted unicode to their IT department for a Government department's website.

The font used:  
**AXtGHane Light**

# typesetting and dtp...



## > **adaptability**

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As leaders in the field, we typeset tens of thousands of pages in over fifty languages every year.

We have the skills and know-how to manage projects as varied as typesetting Arabic business cards, desktop publishing a series of technical manuals in twenty languages for downloading as PDF files from a website, or typesetting and printing government department leaflets in ten ethnic languages.

Adaptability is the keyword – we can offer typesetting and desktop publishing as individual services, or to complement translation or website projects.

With design companies, advertising agencies and other translation houses commissioning over half of our studio output, our track record of satisfying the most exacting of clients speaks for itself.

## > **expertise**

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All of ASK's typesetting is produced by our team of experts at our in-house studio, and our vast resources and flexible approach ensures we can handle typesetting jobs of any size or complexity as well as working to the tightest of deadlines.

Investing in the latest hardware and software, as well as specialist and extensive staff training, we are confident we have the expertise to provide the most up to date and effective desktop publishing typesetting solutions in any language.

And we are always on hand to offer free advice as to the best solution for your language publishing requirement and can provide our work in your required format including EPS files and print-ready, high resolution PDF files in any language.

## > **experience**

We cater for all languages, including Arabic, Bengali, Chinese, Farsi, Greek, Gujarati, Hindi, Japanese, Korean, Punjabi, Russian, Thai, Turkish and Urdu.

For multilingual projects we will ensure that typography and layout are consistent in every language, matching fonts, point size and the general appearance of the copy.

Our Macintosh and PC workstations run the latest versions of many packages including:

- InDesign
- Photoshop
- Dreamweaver
- PowerPoint
- QuarkXPress
- Illustrator
- Acrobat Professional
- Word

Our insistence on accuracy and customer satisfaction, combined with our wealth of experience and resources, make us the ideal providers of your typesetting and desktop publishing, whatever the language.

“

*Textron Fastening Systems has enjoyed a successful relationship with ASK for over 10 years. We require numerous technical manuals to be translated into 10 languages for our export markets, all of which require highly technical, industry-specific terminology and a great deal of project management.*

*We have always found ASK's translation and typesetting service to be accurate, efficient and reliable and their knowledge and advice with regard to the use of software formats has been invaluable.*

”

**Karen Munday**  
**Textron Fastening Systems Europe, UK**

The text above is in French and taken from a series of brochures we translated and typeset for a marketing company their client being the Department of Trade and Industry.

The font used:

**News Gothic**

# interpreting...



## > ***making an impact***

Whatever your requirements we have the professional interpreters and specialist interpreting equipment to make your event a success and get you communicating.

From business meetings and conferences through to court proceedings and less formal situations, such as social functions, it is essential to have the correct interpreter for the project.

ASK has been arranging interpreting assignments since 1988 and our experienced Project Management team will guide you through the process to ensure you receive the service that's right for you.

Our experienced interpreters are the cream of the industry and are all highly qualified professionals. As well as being excellent linguists they are affiliated to recognised professional bodies including the Institute of Translation and Interpreting and Institute of Linguists, ensuring that you make the right impact.

## > ***confidence and trust***

Meeting foreign clients where a language barrier exists can present many pitfalls and even the best marketing strategy will not always result in the success you deserve. A highly skilled interpreter or team of interpreters from ASK can turn this around.

Not only will we supply the right interpreter, we also offer a free consultancy service, providing advice on interpreting and cultural issues. And we can provide interpreters in all languages to almost any location in the world.

To ensure our interpreters are fully prepared and suited to the occasion, we aim to supply only those that have experience in your sector. Furthermore, we request from you relevant pre-event reference material which is carefully reviewed by our interpreters beforehand.

Let ASK give you the confidence and trust you need to help make your event a complete success.

## > **understanding**

At ASK we understand that no two assignments are the same and we will determine the type of team and equipment you require. We offer 3 principal types of interpreting as well as being able to supply and install all the specialist interpreting equipment:

Well suited to small groups, this is an informal type of interpreting where the interpreter is required to facilitate communication between group members.

In this form of interpreting the speaker says a few sentences, then pauses to allow the interpreter to repeat what they have just said in the target language.

As used at conferences. Interpreters usually work in pairs due to the intense concentration levels. They work in booths, listening to the speaker through headphones and delivering a simultaneous oral translation via a microphone.

“

*Autocue produce software for use in television newsrooms. When one of our long-standing customers asked us to add support for Urdu, we were somewhat stumped.*

*ASK was the only agency able to provide expert advice on fonts, character sets, keyboard mappings and glyph combinations of this extremely detailed graphical language.*

*They visited our offices on a number of occasions and, through detailed guidance and feedback, enabled us to produce the first true Urdu-enabled newsroom system in the world.*

”

**Neil Hutchins**  
Autocue Ltd, UK

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The text above is in Greek and taken from a legal document where we translated the defence case documents and provided interpreters and overseas telephoning on a year long assignment.

The font used:  
**Helvetica Greek**

# editorial services...



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## > **localisation**

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You can trust ASK's specialists to localise your marketing material, website and advertising slogans for the target market and its culture, whilst at the same time maintaining all the creative verve of your original.

This service is very similar to copywriting so is ideal for text where a more creative translation slant is required and where, for instance, the copy in France can slightly differ to that in Germany allowing your product or service to better compete with local products or services in each country.

From a detailed brief, our localisation team can provide different adaptations to help maximise your product's effectiveness in the target market; so you, along with many of our clients, can rely on our expertise to thoroughly research and then provide all the advice you will ever need.

## > **proofreading**

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To ensure consistent, accurate copy, ASK provides two levels of proofreading so that the message has maximum effect in the target language.

The first is proofreading by a specialist linguist to help ensure that the copy is complete and error free.

The second is the independent checking of the translation by a second mother tongue translator. This service is highly recommended for documents intended for publication and covers grammar, style and semantics as well as accuracy in translation.

No matter what content or language, we will work with you to create an optimised workflow and ensure your content is as accurate as possible.



## > **copywriting**

Clarity in communication is about saying what you want in a way the audience understands and can immediately relate to.

For appealing copy that promotes your services, helps sell your products and enhances customer perception of your business, all you have to do is ASK – whatever the language.

Our copywriting repertoire is extensive – this includes promotional material, catalogues, exhibition material, manuals, annual reports, presentations, mission statements, websites and e-books.

Whatever your requirement, we will differentiate your sales and marketing messages from your competitors' to ensure they are truly compelling.

“

*ASK has been providing multilingual localisation, editorial and proofreading services to us for both our marketing material and exhibition catalogues since 1991.*

*Working to extreme deadlines, they consistently provide a fantastic yet friendly customer service. Most importantly their work meets the challenging demands of our clients and partners at the highest levels of government transport administration, export councils, international trade associations and market leaders in transport equipment from over 35 countries around the globe.*

”

**Roderick Keay**  
**Dolphin Exhibitions**

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The text above is in Turkish and taken from a brochure we translated and typeset in seven languages for a registered charity.

The font used:

**Arial Turkish**

# TransCheck...



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## > *create a global brand*

Any company marketing a product or service in a foreign country needs to ensure that their brand name will be appropriate and will project the desired image in the target culture.

TransCheck from ASK, developed by our management team in the 90s, provides a broad range of brand name checking and other related linguistic and cultural research services.

Through our expertise and global strategic resources ASK can help companies market their products more successfully around the world. We have specialist TransCheck teams based in most countries of the world able to advise not just on names but on culture, marketing and the local market.

## > *analysis and information*

Utilising our extensive network of international TransCheckers, the potential brand names are subjected to meticulous evaluations to ensure all semantic issues, cultural connotations and potentially negative images are considered and addressed.

The professionals that carry out this research are always mother tongue linguists based in the country in which the brand name is to be marketed.

Our standard service includes the research to be done by a single TransChecker. We also offer a premium service in which up to three TransCheckers will analyse the information and independently advise on the names put forward.

## > **market access**

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In conjunction with our many offices around the world we can also give you all the market entry advice you will ever need.

From market research to competitor studies our local teams can research and report on any area or aspect of your market that interests you so your investment decisions can be made armed with all relevant local market information.

Other services we offer are sourcing and researching local suppliers and providing telemarketing campaigns locally.

Whatever market entry services and support you need, use the tried and tested services from ASK to help ensure your global success.

“

*made-in-germany.com AG, as a service provider for exporters, supports German as well as foreign companies in their decisions on whether to enter new markets and offers a comprehensive portfolio of services to facilitate successful market entry.*

*In ASK we are delighted to have found the right partner, who is able to meet our requirements of reliability and quality in full.*

”

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**Arno Wied**  
**Made in Germany AG, Germany**

The text above is in Russian and taken from a leaflet we translated for an educational institution.

The font used:

**PragmaticaC**

# meeting your needs...



## > *customer-driven*

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Listening to your requirements and providing expert solutions is our driving philosophy. And even though each of our services is of exceptional quality, we are confident you will find them all great value for money.

Not only do we aim to offer the best available price, our project management and job tracking systems ensure that we provide the highest level of customer service too.

From your initial contact right through to the delivery of your completed job you will find our Corporate Account Managers and all our other team members, friendly, knowledgeable and helpful.

All our solutions are customer-driven, targeted to maximise results, and expertly co-ordinated to help your business flourish.

## > *multifaceted*

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At ASK we believe that every project we undertake is unique – that's why we put together the right team and solution for each individual client.

We have a team of in-house experts, partners and suppliers so you can save time and money by appointing us to handle all aspects of your project, no matter how complex or multifaceted.

Among the advantages of a long-term partnership with ASK are fast response times, the anticipation of clients' future needs and the creation of targeted customer solutions.

Working closely with our customers and developing innovative solutions is one of our many talents – we are convinced this is the most efficient way of creating growth and opportunity.



## > **one-stop shop**

We offer a wide range of complementary services, all delivered by talented professionals, that help make us a leading services provider.

Our comprehensive and varied range of language services includes:

- Audio recordings
- Consultancy
- Copywriting
- Design
- Desktop publishing
- Editing
- Internet solutions
- Interpreting
- Localisation
- Market Research
- Printing
- Proofreading
- TransCheck services
- Translation
- Typesetting
- Voice-overs

For advice on how any of our services can help you, or simply to find out more about us, please contact one of our friendly members of staff.

“

*We have just completed another successful overseas project in partnership with ASK and once again we are very pleased with the level of service they have provided us with, as we have been over the last couple of years.*

*Their staff are always friendly and helpful, but I have mostly been impressed by the excellent quality of the translation work, speed of service and competitive prices.*

*I look forward to working with ASK again on future projects.*

”

**Mike Hodge**  
**Department for Environment, Food and Rural Affairs (DEFRA), UK**

的专业...  
能力。系统提供  
时、生产和工艺  
共竞争优势。由于  
分地利用每个系  
和张力和应力可  
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人们公认的实验  
服务中、进一步  
代物质

The text above is in Chinese and taken from a large website we translated and re-built in Chinese for a UK Bluechip.

The font used:

**MHeiGB**

# our portfolio...



## > **partnerships**

Regardless of their business, our clients agree that quality, accuracy and service are pivotal in convincing them to use ASK time and time again.

Our extensive portfolio of projects reflects the diversity of industries, languages and media we have been asked to work with over the years.

More importantly, it demonstrates the real calibre of our client partners and the absolute confidence they have in our unique ability to satisfy their needs, no matter how extensive, specialised or diverse.

And as much as we invest in and build on our well-established partnerships, we welcome new clients from all spheres of business and eagerly anticipate working with them to form new long-term working relationships.

## > **collaboration**

Over the last quarter of a century we have worked for an impressive portfolio of clients including:

- Airbus
- Aviva
- BAE Systems
- Bosch Group
- BP
- British Sugar
- Compass Group
- Deloitte & Touch
- European Central Bank
- Gillette Group
- GlaxoSmithKline
- IKEA
- Pricewaterhouse Coopers
- Royal & SunAlliance
- Shell
- Siemens
- Smiths Group
- Tesco
- UNICEF
- Unilever
- Vodafone
- Yell Group

We are extremely proud that many of our clients were delighted to testify to the superb quality of our work and the comprehensive range of solutions we have to offer. We should like to thank them all for their support.

## > **versatility**

Our work demonstrates our versatility, accuracy and the exceptional synergy within our team.

Working on large multilingual projects showcases these skills. For example, we have provided translations for a company website into French, Spanish, Russian, Chinese and Japanese, overwriting html files and rebuilding the site, whilst providing multiple language translations of the accompanying corporate brochure and operator guides.

Other typical projects include translating lengthy documentation requiring the ability to research and build glossaries, co-ordinate a team of linguists familiar with specialised terminology, organise and track the production schedule, and provide constant client updates.

These projects illustrate our true depth and dedication to quality, accuracy and service. We look forward to adding your company to our portfolio and collaborating with you for many years to come.

“

*We have frequently enlisted the skills of ASK to translate large-scale projects of up to 60,000 words at any one time.*

*The specialist nature of the documentation requires quality research and translators with specific industry experience.*

*We have always been very satisfied with ASK - they are professional, efficient, their translation work is of a high quality and, most importantly, they always stick to deadlines.*

”

**Jane Dyrhaug**  
**Global Alliance for Vaccines & Immunization**  
**UNICEF, Switzerland**

ਮਾਂ ਟਪ ਰੋ  
ਛੋਟੇ, ਦਰਮਿਆਨ  
ਲਈ ਡੀਜ਼ਾਈਨ  
ਵਿਚ ਹਵਾ ਆਉ  
ਆਂ ਲਈ ਵਧ ਤੋਂ  
ਈਜ਼ਾਂ ਵਿਚ ਉਪਲ  
ਨ, ਜਿਨ੍ਹਾਂ ਨੂੰ ਪਿਸ਼  
ਸੁਰਾਖ ਹਨ ਅਤੇ  
ਇਹ ਵਿਲੱਖਣ  
ਵੰਨ ਬੀ

The text above is in Punjabi and taken from a series of brochures we translated and typeset for a Local Authority.

The font used:

**Satluj Regular**



# ask<sup>®</sup>translation

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European Union Association of Translation Companies

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BS EN 15038:2006