

# **WIENERS+WIENERS**

*Translation · Adaptation · Proofreading*

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Management Ralf Wieners, Bärbel Rinne*

————— What, you might ask, do we mean by a “professional editorial service”? —————

## Strictly speaking, you pay us because we are know-it-alls.

*The world of business has its own laws. The most important of them says: mistakes look stupid. Fortunately, though, you can afford to make mistakes, because there is WIENERS+WIENERS. We're fast, accurate and flexible, and not only correct German texts, but every mistake in over 50 foreign languages. We know the contents of Duden, Oxford and Merriam-Webster's,*



*as well as the worlds of advertising and business, like the back of our*

*hand. The only thing you have to do right is send us your copy. We'll do the rest. Once the corrected copy has been given the editor's seal of approval, it is returned to you complete with proofreading symbols and comments and the guarantee of a clear conscience. After all, you have more important things to discuss with your client than where to put a comma.*

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————— *Those who work for us have to be in the know.* —————

## **Seventeen proofreaders and editors read you the riot act.**



*To work as a proofreader or editor for WIENERS+WIENERS you need brains as well as the proper qualifications. All proofreaders and editors at WIENERS+WIENERS possess qualifications in languages, literature and other related subjects, ensuring that their knowledge of spelling, punctuation and grammar far outstrips that of any mere mortal. In addition, they must have a flair for language, feel at home in the world of advertising and*

*business, be more than a match for the stresses of the job and be able to work on at least five different texts simultaneously at any time of day or night. Without missing a single mistake, of course.*

*Do you fit the bill? If yes, good for you! Go ahead and send us your application. If not, never mind. At least try and look a little impressed. Thank you!*

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————— We are simply interested in everything. —————

**In addition to jingles, we also like to read ads,  
brochures, PR material and annual reports.**



*You should have all those jobs that need to be flawless read by WIENERS+WIENERS. In other words, all of them. To be as picky and pedantic as people say we are, here is a detailed list of items we correct and edit: catalogues, annual reports, mailshots, fund brochures, agency booklets, presentation charts, danglers, megaposters, illuminated posters and websites –*

*and, of course, anything else you would like to publish: a one-off advert in the Solihull & Warwickshire Guardian, if you are an advertising agency. Or a hundred thousand sales folders, if you are an insurance agency. We'll even read you the riot act, if that's what you want, at no extra cost.*

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# You think you're unique? Then let everyone know about it!

*Friedrich von Schiller is a different read from Charles Bukowski. An operating manual for a waste-water pump is somewhat different to a brochure promoting a baby lambskin.*

*Whether it's your website, a mail-shot or a catalogue: by taking your individual company's terminology into account, we can make sure that all your future translation and proofreading orders will always possess the same linguistic quality.*



*With the assistance of the WIENERS+WIENERS Terminology Manager, you'll have access to a professionally-designed, comprehensive compilation of your own terminology, spellings and other originalities which make your company so distinctive. And so that you can also remain unique for years to come, we continually maintain and update your corporate language. Using state-of-the-art software, by the way. We're very particular about that.*

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Confidentiality is our forte.

**We're so discreet, not even our mothers  
know how we really make our living.**



*Our work is not just about full stops and commas, but also about discretion and mutual trust. We take this principle as literally as the texts we receive. Whenever you send work our way, not only can you be certain that it will be returned to you without mistakes; we can also guarantee that absolutely no one else will hear about it. Your name will never appear in our customer*

*mailings or promotional folders, let alone on our website!*

*Had we ever deviated from this basic principle, we would perhaps be a thriving hairdresser's or beauty salon today, but definitely not what we, in fact, are: Germany's number one editorial agency for the advertising and business world.*

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Time is money. Save both.

**We'll return your mistakes  
almost as quickly as you've made them.**



*Our customers agree that not only do we keep getting it right, we also keep providing the fastest service possible. There are a number of good reasons for this. Firstly, WIENERS+WIENERS is split up into different units, like most agencies. This keeps our work processes lean and efficient, minimises bureaucracy and maximises output. Secondly, we know that everything in advertising and business needs to be done yesterday. And we have*

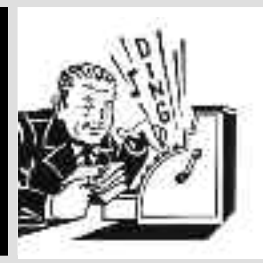
*the capacity to correct even large amounts of copy in the shortest possible time. Above all, our highly motivated and professional staff will even cancel their weekend outing to ensure that a tight deadline is met. However, if you want an error-free 30-page PR document on consumer loans, please give us a call beforehand – and the same goes for a spotless quarterly report. This will give us time to prepare coffee for the night shift.*

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Save money with us.

**Compared with what a good lawyer will charge you, we work for a pittance.**



*At WIENERS+WIENERS, there is one golden rule: we charge you not for the number of mistakes we've corrected, the lines we've read or the commas we've inserted, but for the amount of time we've spent correcting a job. Why is that? Firstly, when you surf the Internet you are not charged by the number of websites visited. Secondly, a flawless piece of copy must be checked as carefully as one which is full of mistakes.*

*You think this make sense, but still don't find it quite specific enough? Then simply send us the manuscript that needs to be worked on, plus a briefing. We will estimate the amount of work involved in no time at all, and send you an individual quote – which won't cost you anything. Except for an economical mouse click.*

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————— *Digital is our middle name.* —————

**We can bruise your ego by email,  
ISDN, telephone, fax or post.**



*Working with WIENERS+WIENERS may not necessarily be a boost to your grammatical ego. However, it is extremely easy. Because, in this respect, we for once don't go by what Duden, Oxford or Merriam-Webster say, but exclusively by what you request. You simply choose how a job should be sent: by email, ISDN, fax, post or courier. We suggest digital transmission – that's fastest.*

*Speaking of clicking: the software we use is the same as that used by most of our customers in business and advertising. So don't hesitate to send your documents directly to us, for instance as a PDF or QuarkXPress file. And if you're really pressed for time, simply call us and we'll advise you on spelling or grammar over the phone. That way, however, you'll have to make the red marks yourself.*

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