

WIENERS+WIENERS

Translation · Adaptation · Proofreading

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Translations of the finest quality.

At last! Straight talking in over 50 languages.



If you just want any old translation, go elsewhere. The specialists at WIENERS+WIENERS, on the other hand, will hand you back translations and adaptations of the highest quality in over 50 languages. According to your particular needs or briefing, texts are not only translated but reworked from an advertising point of view.

This we do in all common file formats. We also take on the complete foreign-language typesetting and

send you back the file ready to print. Is there anything left for YOU to do? Yes, just send us your manuscript and an exact briefing, stating whether you require the translation to be faithful to the original or completely reworked as a new piece of copy. We'll do the rest – quickly, presto, vite, rápidamente.

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Foreign languages directly available from the source.

Only the CIA employs more people abroad.



Because we pride ourselves on being uncompromisingly picky at WIENERS+WIENERS, we won't just let any old Tom, Dick or Harry tamper with the fruits of your creative labour. That means no university drop-outs or retired secondary school language teachers, but only qualified and professional language experts with a proven track record. It goes without saying that every translator or copywriter we employ is a native speaker. But since a crane operator from Spain can make that claim too, we demand significantly more from our translators: they must have a firm

grasp of languages and be thoroughly acquainted with the cultural idiosyncrasies and dialects of their native country; they must be creative and preferably have a background in advertising or have had business training.

Our business copyeditors and proofreaders must have a passion for figures, tables and charts, and know the difference between premium and disagio. Ideally they have had formal business training.

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Σε ποια γλώσσα μπορούμε να σας εξυπηρετήσουμε.

**We speak every language.
From Harvard Business English to ελληνική.**



*Whichever language you require, at WIENERS+WIENERS we will never be lost for words.
We translate, adapt and proofread:*

<i>Albanian</i>	<i>English (UK/US)</i>	<i>Indonesian</i>	<i>Norwegian</i>	<i>Spanish</i>
<i>Arabic</i>	<i>Estonian</i>	<i>Icelandic</i>	<i>Persian</i>	<i>Swedish</i>
<i>Bengali</i>	<i>Finnish</i>	<i>Italian</i>	<i>Polish</i>	<i>Swiss German</i>
<i>Bosnian</i>	<i>Flemish</i>	<i>Japanese</i>	<i>Portuguese</i>	<i>Tamil</i>
<i>Bulgarian</i>	<i>French</i>	<i>Korean</i>	<i>Romanian</i>	<i>Thai</i>
<i>Chinese</i>	<i>German</i>	<i>Latin</i>	<i>Russian</i>	<i>Turkish</i>
<i>Croatian</i>	<i>Greek</i>	<i>Latvian</i>	<i>Serbian</i>	<i>Ukrainian</i>
<i>Czech</i>	<i>Hebrew</i>	<i>Lithuanian</i>	<i>Slovak</i>	<i>Urdu</i>
<i>Danish</i>	<i>Hindi</i>	<i>Macedonian</i>	<i>Slovenian</i>	<i>Vietnamese</i>
<i>Dutch</i>	<i>Hungarian</i>	<i>Malay</i>	<i>Sorbian</i>	<i>Walloon</i>

Flexibility is also guaranteed if texts need to be reworked for a particular purpose. You are assured of consistently high quality, regardless of whether your job is an advertising slogan or a headline; a dangler or a 300-page annual report; matter-of-fact PR copy or a folder with investment tips; a witty radio commercial or a flyer for your car insurance.

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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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Full steam ahead, even for Faroese.

**The only things we need from you are
a piece of copy and a couple of hours.**



We want to make sure you have the time to arrive at the perfect wording of what you are trying to say. That's why at WIENERS+WIENERS, we don't waste even a single minute when working on foreign language adaptations. We know from many years of experience that everything in advertising and business needs to be done by yesterday. Incidentally, there's something very simple that you can do to help us finish your job in record time: giving us the most precise briefing possible. This means stating whether you require a one-to-one translation or a complete reworking of a text; whether you require British or

American English; whether your target group is made up of teenagers or large corporations engaged in serious business-to-business communication. It's also a good idea to give us the visuals and images belonging to the copy. A few hours later you will then have the translated or adapted copy on your desk - and if it contains advertising headlines and slogans, we will even have provided several alternatives. By the way: if you are sending us particularly long translations, it would be nice if you could give us a call beforehand to let us know. This will give us enough time to order a couple of sandwiches.

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————— We watch every penny, no matter what the language. —————

Mistakes are expensive. Unlike us.



No matter what may be accepted practice elsewhere, at WIENERS+WIENERS costs are calculated in exactly the same way for each and every language. We do not calculate the cost of a job on the basis of word count or the weight of the paper, but only according to the amount of time spent on it. This is the best and fairest way of providing individual solutions to our customers. After all, we want to deliver the best and not just the quickest results – and for a Ukrainian

pharmaceutical document peppered with complex, inscrutable terms this simply takes a tad longer than your average English business report. There's more good news: a quote won't cost you anything. To find out the charges for a specific job, it's therefore best to just send us the text. This, in addition to your briefing, will enable us to assess the amount of work required so we can send you an individual quote.

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————— We deliver by post, fax, diskette, ISDN or email. —————

We are fluent in Windows and Mac, too.



If you've got a computer but are not an IT nerd, we have good news for you: WIENERS+WIENERS can not only translate into the language of your choice, but also into almost any data format you care to mention, ensuring optimal speed and security. Because the adapted text can be transferred directly to your computer, you no longer have to worry about

typing out the adaptations yourself and the potential errors this entails. The one thing we can't do is make up your mind about the options on offer: whether to send and receive jobs by email, ISDN or fax, by post or by courier service. You've already made up your mind? Great, it's sure to be a good choice!

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