

The Ins and Outs of Translating a Commercial Website:

Horseware



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## ABSTRACT

The purpose of this thesis is to analyse the potential translation problems that arise when translating a commercial website. As a case study the website of Horseware, a producer of equestrian products, has been chosen. Translation problems that are the result of text type (commercial), medium (a website), intended function and effect of the text as well as the technical terminology are all discussed. With the help of approaches and strategies as suggested by Christiane Nord, Patrizia Pierini, Veronica Smith and Christine Klein-Braley, and many others the problems will be investigated and possible solutions will be shown. The most desirable solutions will be applied in the translation of (a part of) the Horseware website, showing in which ways it is necessary to adjust the source text to the target audience in the translation process.

*Key words:* commercial text, website, technical terminology, Horseware, equestrian

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## *1 Introduction*

This thesis is concerned with the translation of commercial websites and the case study of one commercial website in particular, namely [www.horseware.com](http://www.horseware.com), the website of Horseware, an Irish producer of equestrian products. This website has no Dutch translation yet. The first part of this thesis will provide a theoretical framework in which various approaches to translating commercial websites will be discussed. The results of the theoretical research undertaken in the first part of this thesis will then be processed in a translation of (a part of) the Horseware website. By implication, this thesis will serve a bigger purpose than simply a theoretical framework in which to translate this particular website; it will also provide insight into the translation of commercial websites in general.

The research question is as follows: which translation problems occur, what possible solutions are there, and what are the most desirable solutions in the translation of commercial websites in general, and the Horseware website in particular?

Each part of the research question will be answered separately. The first part of this thesis will be dedicated to the broader context of the source text. By defining the text type, medium, function and effect, it will become clear which generic and functional translation problems arise when translating an English commercial website into Dutch. Subsequently, it will be argued that the source text under scrutiny here functions both as an informative and as a persuasive text. Sometimes, it gravitates towards the technical too, as the products are often a result of specific research and craftsmanship. The second part of the thesis will, firstly, discuss various methods that can be adopted when translating this kind of source text. Different solutions to the problems presented in the first part will be examined.

Even if a certain solution to a translation problem might be possible, that does not necessarily mean it is desirable. Therefore, in the next part of the thesis, I will present various concrete problems and their possible solutions in a translation-oriented analysis of the source text. Having first investigated the various parameters establishing the target audience, the source text will be investigated by Christiane Nord's method of analysing source texts in a translation-relevant framework. This top-down approach to the source text will provide a clear framework in which to tackle the problems in the source text. In addition, I will incorporate a discussion of the Dutch translation of one of Horseware's competitors, Bucas, here. This will provide insight into the differences between English and Dutch texts about equestrian products. This part of the thesis will also discuss the desired function and effect of the target text by presenting a mock commission. The third part of this thesis consists of an annotated translation of a part of the source text, in which the strategies discussed earlier will be implemented.

## *2 Translating a commercial website I: An analysis of problems as a result of text type, medium and function*

### *2.1 The commercial text*

Before any further steps are undertaken it must be decided what makes a text on a website a commercial text in the first place. According to *webstudio2u.com*, a company that provides a wide scale of website development services, “a commercial text for a business site is a text that contributes to commercial success of the company that owns this site” (“Commercial Texts: Types and Peculiarities”). According to Yvonne Lee “a commercial website, whether or not used as an online-sales mechanism, is closely related to advertisements. Like advertisements, content in a commercial website aims to sell” (3). Lee also states that “first and foremost, (both) advertising and websites are in essence mass communication devices in modern society. Therefore it is crucial to take into account elements of advertising translation in order to investigate website translation” (*ibid.*). Veronica Smith and Christine Klein-Braley have examined the translation of advertisements and state that, up until their research of the subject, only very little attention seems to be paid to this specific domain (173). This statement has been backed up by other scholars such as Jeremy Munday (199). Even though little has been written about the translation of advertisements, there is even less to be found on the translation of commercial websites, so Smith and Klein-Braley’s research is a good starting point on the subject. The translation problems that may occur when translating advertisements will also be relevant in the translation of a commercial website. Smith and Klein-Braley write that adapting advertisements for a regional market can create problems, because the layout of an advertisement is often costly and businesses do not wish to change formats when creating a translation. This translation problem is also relevant for a commercial website. A language such as Dutch can require a larger number of words to say the same thing as in English. Although a website can allow for more flexibility than, for example, an advertisement limited to (a part of) a page of a newspaper or magazine, it is likely that a business prefers to maintain the same layout and requests the translator to keep this in mind.

Smith and Klein-Braley also state that “companies have discovered the power of brand images as a communication strategy and want to capitalise on them. Hence global companies often use the same visual images worldwide, either in print or video format, with accompanying texts tailored to local needs” (173). This idea can be extended to other brand elements such as (catch)phrases, which are often used in campaigns and are an inevitable part of translating a commercial text.

Another problem that may arise during the translation of a commercial text is the result of cultural differences. As Munday describes in “Advertising: Some Challenges to Translation Theory” “adverts are a clear example of cross-cultural transfer” (204). Munday quotes Katharina Reiss who “observes that ‘not every language group ... will have the same response to the same kind of advertisement’: she describes how, in Germany, a brand of orange juice was sold with the association of sunshine and energy, whereas the same product in Italy focused on the vitamin content” (208). Although the English-speaking source culture is not as distant from the Dutch-speaking target culture as it would be from, for example, a Chinese-speaking target culture, it is still important to be aware of any possible differences. Coincidentally, Munday names an example that could indeed cause a translation problem in this specific ST, namely the “distinction between the formal and informal second person” that is not present in English, but does feature in Dutch (209). He states that “although this common problem is discussed widely in translation studies, it is absolutely crucial in advertising where an inappropriate choice would be both very visible (all the more so because adverts are meant to be seen and read repeatedly) and possibly counterproductive (if the reader felt insulted to be addressed too informally, or excluded if addressed formally)” (209).

## 2.2 The website

Since the beginning of this century the World Wide Web has gained popularity and with this popularity came many uses for this medium. The use of the Internet to promote and market products worldwide is continuously increasing. Compared to traditional media, a website has many advantages. According to Patrizia Pierini

[w]hen compared to traditional media (press, radio, etc.), which are purely promotional tools, the Web provides further possibilities: Web pages can be either promotional or commercial, or both promotional and commercial. A hypertext can be produced with ease and periodically updated; it is not expensive; it is fast in spreading the message; it can be received throughout the world. (85)

In her paper, Pierini distinguishes between promotional and commercial as following: “some tourist board sites are both promotional and commercial: they promote a place, while marketing its products” (86). This can be related back to *webstudio2u.com*’s view on a commercial text. A text that is promotional does not necessarily contribute to the “commercial success of the company that owns this site” (“Commercial Texts: Types and Peculiarities”), but a commercial text does.

Although we have seen in the last subchapter that companies can request a translator to adjust a translation so that it fits into an existing format, a website does offer a certain degree of flexibility. However, the website as a medium does bring with it its own set of translation problems. Firstly, there is the possible issue of an existing template. As Lee points out, a universal website template is used by many multinational companies such as DHL, UPS, and L'Oréal. Readers find it easier to use websites with a similar layout, regardless of linguistic differences (8). In addition, the same layout invokes a sense of familiarity even when text is adapted to a local market (Yunker 280). This shows that there is something to be said for the preservation of the original template. Although not all commercial websites might be as globally well-known as a huge multinational such as DHL, the theory is an interesting one to consider whilst translating any commercial website.

Another thing to bear in mind when translating a website is the combination of different elements and the resulting effect. As Pierini points out, a page on a website “is a multisemiotic entity resulting from the interplay of various resources (: ) ¼ written language (and sometimes spoken language), pictorial (images, icons), graphic (layout, typographic features) and acoustic elements (sounds, music). So, meaning is generated by the totality of verbal utterances and non-verbal signs” (88). The translator must be aware of the fact that the text that he is translating might interact with other parts of the website and thus give or receive meaning to or from these elements.

### 2.3 Function and effect

Further on in this thesis it will be stated that the function and effect of the source text (hereafter referred to as ST), which functions as a case study in this thesis, is both *informative* and *persuasive*. It can be said that this generally applies to commercial websites. However, this cannot simply be stated without any further investigation. Although in this case both the function and the effect is informative and persuasive, function and effect are not always identical. The difference between function and effect has to do with the eventual result of the text. As Nord argues, the function of the text is equal to the intention of the sender (146). The sender has a certain function in mind when creating the text. However, the effect on the reader can be a different one than the sender intended. Thus the function can be seen separately from the text's effect. In the two previous subchapters, several elements of a typical commercial website have been shown. In her paper, Pierini discusses tourism websites that promote their 'product' (in this case the destination area). She discusses the function of this kind of website, stating that “the basic features of the promotional Web pages under examination can be outlined as follows: their communicative purpose is to persuade”, and also that “the message is basically informative and descriptive, but its purpose is to persuade the receiver”

(88-9). In *Rethinking the Task of the Translator*, Tim Parks states that “[t]he function of a commercial text is its *raison d’être* and can hardly be argued with. Hence when we translate it we know what we must be faithful to: its function in a commercial situation” (37). In that case, the function of a commercial text must always be its contribution to the “commercial success of the company that owns this site” (“Commercial Texts: Types and Peculiarities”) and this can only be reached if the text manages to persuade the reader to buy the product that the text is promoting. As for the informative function and effect of the ST, these aspects are easier to recognise if we use this definition by Nell Duke, who defined informational texts as texts that serve to “communicate information about the natural or social world, typically from one presumed to be more knowledgeable on the subject to one presumed to be less so” (203).

Another aspect that is strongly connected to the effect of the text is the style and tone of the source text. Geoffrey Leech and Mick Short state that style is made up of “the linguistic characteristics of a particular text” (11). Pierini quotes Carrada on the matter of style, showing that

screen reading is slower than print reading, and that users do not actually read: instead, they scan the Web page. Therefore, Web writing requires: light style (use of simple sentences, and discourse organisation in short lexias); conciseness (less information to process); one idea per paragraph; the inverted pyramid style (from main information to details); typographic features enhancing scanning. (92)

Many commercial websites will show this style of writing. Gabriela Saldanha states that “generally speaking, whenever style is mentioned in relation to translation, it is usually associated with the source text and its author and, from the translator’s point of view, it is always seen as a problem” (31). Therefore this issue will be discussed in relation to the ST further on in this thesis.

Finally, the tone of voice of a text involves the manner in which a text is (in)formal. In languages such as Dutch, this can include the choice to address the reader with the formal pronoun ‘u(w)’ or not. This specific translation problem has been highlighted before and will receive special attention in the next chapters.

## *2.4 Technical terminology*

As Maeve Olohan states in the chapter ‘Commercial Translation’ in the *Handbook of Translation Studies*, “if commercial translation is loosely considered to denote all translation carried out in the commercial sphere or the world of business, then it overlaps with entries which focus on specialised domains (see Technical translation; Legal translation)” (41). She argues “that ‘commercial translation’



subsumes much of what is discussed by translation scholars as ‘technical translation’ or ‘LSP (language for specific purposes) translation’” (43). This shows that commercial translation shows similarities with the type of texts that include specific terminology.

The fact that the ST is both a commercial text and a website generates generic aspects that have little to do with the specific subject (equestrian products) of this commercial website. The following aspect however does arise from the subject. Although the overall word choice on the Horseware website cannot be defined as particularly complex, some lexical choices are noteworthy. This is because of the specific subject of the text. The term *language for specific purposes* (LSP) is often used to describe the type of language that can be found in technical and scientific texts. Klaus Schubert states that LSP can feature, for example, specific terms, morphological forms that are not usual in a language and longer compounds. These characteristics can also be found in normal languages, but in lesser form (352). In “Which Strategy for Which Text? Translation Strategies for Language for Special Purposes”, Christopher Taylor argues that the general idea is that only the larger domains such as biology, technology and medicine contain LSP, but that it can actually be found in a much broader context. Taylor says that domains such as “basketball, or stamp collecting” can also be considered as domains that use LSP (28). In this case this would mean that equestrian terminology can be considered LSP. With this specific type of language come new translation problems.

In the chapter ‘Terminology and translation’ of the *Handbook of Translation Studies*, M. Teresa Cabré provides an overview of the problems that can occur when it comes to terminology. She states that a translation problem is only terminological if it affects terms, “i.e. lexical units with a precise meaning in a given field” (359). The overview is as following:

- Not knowing all or part of a term, its meaning, its grammatical use or pragmatic value in the source language.
  - Not knowing if in the target language there is a lexicalized unit semantically and pragmatically equivalent to the term used in the original text.
  - Doubting whether a given unit of the target language is the most appropriate equivalent amongst the alternatives found.
  - Ignoring or having doubts about the phraseology used in a particular field of speciality.
- (359)

The following chapter will discuss the possible solutions to these problems.

### *3 Translating a commercial website II: Strategies and solutions*

In the previous chapter several aspects of a commercial website have been highlighted that might cause translation problems: the commercial genre, the website format, the function and effect of the source text and finally, the technical terminology. The following chapter will first provide an overview of possible strategies and solutions for these problems.

#### *Commercial websites*

Munday proposes only three options when it comes to promoting “products or corporate image across borders” (200). He states that “multinational companies can choose between translation, new campaigns for each locality or an international campaign in English” (ibid.). A new campaign for a new location would imply starting from scratch and not using the source text at all and a single international, English campaign would imply leaving the source text unchanged. However, as this thesis discusses the *translation* of a commercial website, only one of his options is available to us, namely translation. Lee states that “the translation of commercial websites (...) aims to identify, translate and carry across the multiple layers of meaning from one language version to another in the hope of achieving the same or similar effect in the target culture” (4). As indicated in the previous chapter, a commercial text shows many similarities with an advertisement. Therefore it can be helpful to look into translation strategies that apply to advertisements when looking for solutions to the problems that arise when translating a commercial text. Smith and Klein-Braley suggest five strategies when it comes to translating advertisements, namely:

- Not changing the advertisement at all and keeping both visuals and the text in the original language;
- Exporting the advertisement;
- “straight translation” (keeping the visuals and translating the existing text without making any changes);
- adaptation: “keep visuals, change text slightly or significantly”;
- and finally, “revision: keep visuals, write new text”. (183)

In this situation only the latter three seem relevant. The first two options are not appropriate for this thesis for the same reason provided for Munday’s last option, namely that if the advertisement is exported or remains unchanged, the source text remains unchanged and there is no translation to discuss. Smith and Klein-Braley clearly state their preferred approach, namely option number four: adaptation. They state that straight translation is “unsuitable because it fails to adjust to the cultural

demands of the new market” (183). By simply translating the text without taking the differences between source and target audience into account, the advertisement is unlikely to have the same effect in the target language as in the source language. Adaptation, by contrast, is suitable because this strategy makes the necessary changes in “in terms of addressee needs and expectations, cultural norms, frames of reference” (183). Of the fifth strategy, revision, they say that it is “somewhat problematical because the visuals of a campaign are designed with a specific communication strategy in mind and so the message cannot deviate substantially from the original concept” (183).

“Somewhat” refers to the varying effect of this strategy. One can think of examples in which this strategy would be helpful due to a visual that causes an entirely different effect in the target language than in the source language. Smith and Klein-Braley provide one such example, stating that “French woman drink mineral water to retain their slender figures (...); English woman drink it because it is considered trendy” (183). In such a case the message could be adapted to have the best effect in the target language, whilst the visual could remain the same. However, in general, it can be assumed that the text and the visual(s) work together to achieve a message that will be affected if the text differs too much from the original.

Lee once again confirms that the translation of a commercial website and an advertisement are closely related and quotes Delia Chiaro and Carmen Millán-Varela, stating that “in short, website translation, like advertising translation, is a task to juggle multiple semiotic systems so as to achieve its objective” (4). This becomes even more apparent when Chiaro quotes Ubaldi Stecconi, who states that “some companies only translate the verbal text featured on the site (intrasemiotic translation), some reconstruct a completely new site in terms of both verbal and visual content (intersemiotic translation), and others adapt parts of the verbal and parts of the non-verbal content where necessary (syncretic translation)” (324). The three translation strategies for websites presented here by Stecconi show similarities with the translation strategies for advertisements presented by Smith and Klein-Braley. “Straight translation” shows similarities with “intrasemiotic translation”, “adaptation” resembles the “syncretic translation” strategy and “revision” is similar to the “intersemiotic translation” strategy.

When discussing potential translation problems in the previous chapter, Pierini’s work was a valuable contribution. Her work also features a strategy for (commercial) website translation:

In short, a theoretical approach to Web translation should integrate the following points in a comprehensive framework: a) the concept of translation as cross-cultural transfer; b) the centring of the translation process on the Web page as text; c) a semiotic perspective; d) the focus on the target audience; e) the concern for the communicative purpose of the TT (target

text) (persuasive effect must remain a central concern for translators of promotional/commercial sites); f) the need for adaptation; g) an in-context approach (verbal elements should be viewed in the context of the original Web pages). (90)

This theoretical approach shows features of Smith and Klein-Braley's preferred approach (translation as cross-culture transfer, the focus on the target audience, the need for adaptation and an in-context approach) but then with the addition of the focus on the web page as text, on the communicative purpose and the semiotic perspective (the latter can also be found as a prominent feature in Stecconi's theory). This overview of possible translation strategies for commercial websites will help choose the most desirable strategy further on in this thesis.

### *Function and effect*

As shown by Pierini in her theoretical approach to website translation, "the concern for the communicative purpose of the TT" (90) is highly important. She states that the "persuasive effect must remain a central concern for translators of promotional/commercial sites" (90). This statement is highly relevant to this thesis, as the ST is in first place a commercial website and if the TT is to function as a commercial website that effect must be retained in the translation. Reiss discusses the informative and persuasive (in her words: "operative") text type and says that "if the SL text is written to convey contents, these contents should also be conveyed in the TL text" and "if the SL text is written to convey persuasively structured contents in order to trigger off impulses of behavior, then the contents conveyed in the TL must be capable of triggering off analogous impulses of behavior in the TL reader" (127-9). She also provides strategies for translating these text types, respectively "*translation according to the sense and meaning* in order to maintain the invariability of the content" and "*adaptive translating (...)* the psychological mechanisms of the use of persuasive language should be adapted to the needs of the new language community" (127-9). However, the ST under scrutiny here is a combination of these types of text. Reiss discusses this too, stating that "if the three basic forms of communication are not realized in their "pure" form (...) then the principles of translating for the three basic types serve as aids for a decision in case of conflict" (129). Reiss is of the opinion that the dominant text function determines the leading translation strategy and that all text elements are to be translated according to this strategy, even though not all elements belong to the same text type as the dominant function. However, this is easier said than done, as the ST in this thesis *promotes* and markets its products through *informing* the (potential) customer about them. So how can be decided which function is more important? As stated in the previous chapter, Parks is of the opinion that when translating a commercial text the main goal is to "be faithful to (...) its function

in a commercial situation” (37). This would mean that the persuasive function is the dominant function and therefore the translation should firstly look to preserve this aspect. This issue will be discussed further on in the translation-oriented analysis.

### *Technical terminology*

In the chapter ‘Technical Translation’ of the *Handbook of Translation Studies*, Klaus Schubert states that technical translations “are covert translations, which means that the necessities of the target situation override any equivalence requirements” (351). Schubert also writes that the main characteristics of a technical translation are “selection of content, the sequencing and the access structure” (351). These two statements show that even though the form is important, the message is more important. This implies that whatever the translator chooses to do, the intended effect of the translation has to be achieved. The intended effect of this specific TT will be discussed further on. In the meantime various approaches to translating technical terminology will be discussed.

As can be seen in the previous chapter, Cabré provided an overview of translation problems that arise when translating technical terminology. She also provides an overview of solutions for these problems. These can be summarised as follows:

- The problem of not understanding (a part of) a term, its (grammatical) use or its pragmatic value can be solved by the use of “reference books to learn the meaning of units or their grammatical and pragmatic conditions of use”. Cabré also says that translators “may also consult experts with competence in the source language” (359).
- When the ST term is fully understood
  - in the quest for equivalents, translators start, at least in principle, from the assumption that all terminological units in the source text will have an equivalent terminological unit in the target language. If the search is unsuccessful and no equivalent is found (a situation that only occurs when the topic at issue has never been dealt with in the target language) translators may propose a solution, i.e. a new term, which should be accordingly acknowledged with a footnote. (360)
- The problem of not knowing which equivalent to choose when confronted with various alternatives is a difficult one according to Cabré and “it implies considering all the possibilities and means of resolution for each type of problem and act accordingly”. (360)

Cabré also suggests that “aligned parallel corpora provide translators terminological equivalents in context” (362). This is what the following subchapter will look into.

#### 4. Analysing the source text

Before moving on to the actual source text analysis, some background information about Horseware will now be provided. Horseware is one of the best-known producers of equestrian products worldwide. The company was founded by Tom and Carol MacGuinness in Dundalk, Ireland in 1985. They state on their website that “after months of research and hand-stitching the prototype of the now iconic Rambo Original was born, setting the standard for modern rug design. Since then we have grown to become the world’s most trusted producer of horse rugs” (Horseware.com). The Rambo Original, where it all started, is a waterproof and breathable rug that combines two aspects that owners and carers find important when it comes to their horses: keeping them dry, whilst keeping their coat healthy. As can be expected from any commercial business, Horseware has extended their product range over the years. Horse rugs are still an important part of their stock, but they now also sell bridles, boots (protective legwear for horses), care products and accessories, as well as having a clothing line for (fe)male and child riders and items for dogs.

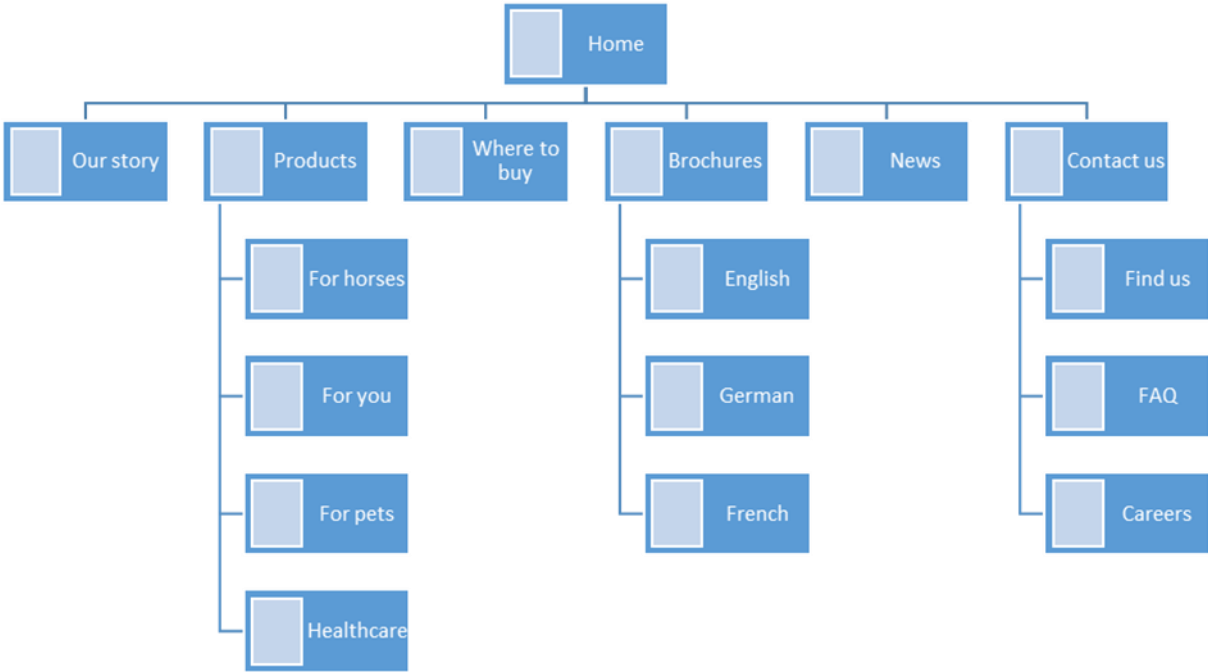
One of the contributing factors of Horseware’s success is their desire for innovation. This also becomes apparent on their website, where the following statement can be found:

We are constantly striving to produce the best we can and have grown into a leading manufacturer of clothing for horses and riders. We never stop evolving; we’re always seeking out untrodden paths, pushing boundaries and finding new challenges. We believe that because we create, we innovate. And through innovation we aim to make a difference to the lives of you and your horses. (Horseware.com)

Although it is impossible to tell in what extent they have achieved their aim of making a difference in the lives of horse owners, it is clear that because they are always looking for new and better variations on existing products, they have come up with various products that are truly innovative, such as the Micklem bridle (a bridle designed to avoid the pressure and discomfort that can originate from traditional bridles) and the Ice-vibe boots (a vibrating boot that is designed to boost the circulation in the horse’s legs, the legs being one of the most sensitive and important part of the horse). These products have had a revolutionary impact on the equestrian world and have strengthened Horseware’s position on the market, ensuring that the brand is known to equestrians and horse owners worldwide.

A source text analysis starts with an understanding of the source text in all of its aspects. According to Christiane Nord, it is possible to use the “so-called Laswell formula (‘Who says what in which channel to whom with what effect?’)” to create a clear understanding of the ST (145).

However, Nord and her colleagues have added several other elements to the formula, resulting in the following extensive question that provides the translator with an even better overview of the source text: “Who writes with which goal to whom in which channel where when why a text with which function? About what does he say (or not say) in which order, with the use of which non-verbal elements, with which words, in what kind of sentences in what tone with what effect?” (146). When this question is applied to this specific source text, the following answer can be formed: on their website Horseware advertises its products to (potential) customers. The text has an informative and persuasive function. Horseware writes about its vision as a company and its products. The website first directs you to a homepage with little text and a link to a set of promotional videos. From there on the reader can decide in which order to read the website; however, the most likely step from the homepage is to first read the ‘Our story’ page that describes Horseware’s history and objectives. After that the most logical step is to move on to the actual products. There are many pictures and images on the website. The vocabulary used varies from simple and clear to more technical and specialised. The sentences are relatively simple as they rarely consist of more than one or two clauses. The tone is informal and has the effect of informing and persuading the (potential) customer. The website is updated regularly. The following subchapters will provide a further understanding of the ST based on this answer. For the sake of clarity simple site maps have been designed for this thesis, the first of which can be seen below.



**Table 1:** Horseware site map

#### 4.2 *The Horseware website*

The Horseware website is a good example of a commercial website with an informative and persuasive function. The sender Horseware intends to inform the reader about its business and products and therefore the ST can be seen as an informative text. Because the text also intends to sell the Horseware products, its intended function is also persuasive. Horseware's obvious goal as a business is to sell its products. The Horseware website does not feature an actual "shopping basket" and the products cannot be purchased directly on the site. However, the products are presented in such a way that it is clear that Horseware is promoting them. The product descriptions inform the reader about the properties of the product, but also feature persuasive language. It is safe to say that this promotional text contributes to Horseware's sales. Therefore it can also be said that the text on the website functions as a commercial text. The effect on the reader can be a different one than the sender intended. However, in the case of this source text, the sender has succeeded in his goal and created a text that has an informative and persuasive effect.

It has been discussed that one of the translation problems that can occur when translating a commercial website has to do with maintaining the lay-out. A particular example in which this could be relevant is in the brochure. As can be seen on the site map in table 1, the Horseware website features a page on which the most recent product catalogue can be found. In a way, this online brochure is a separate genre. It features a certain layout that incorporates verbal and visual elements. For example, Horseware has used the traditional format of a ring binder as a visual element, which makes the brochure more recognisable for an older reader. As can be seen in the German and French translation of the brochure, the layout and non-verbal elements have remained more or less the same. On the following page an example from the English and the French brochure can be seen in which the French text is longer than in the English version. The text box has been dropped down slightly, however, if the text had been any longer it would have not fitted on the page. This translation problem could also arise when translating this English text into Dutch.



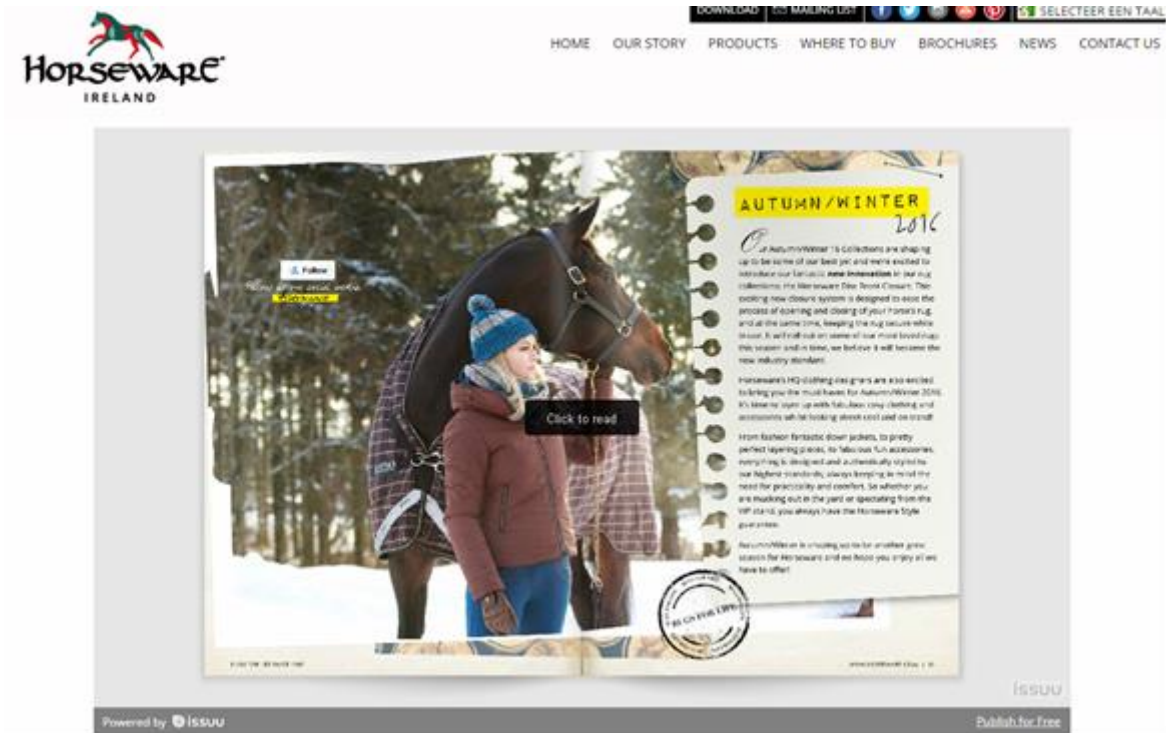


Image 1: English Horseware brochure

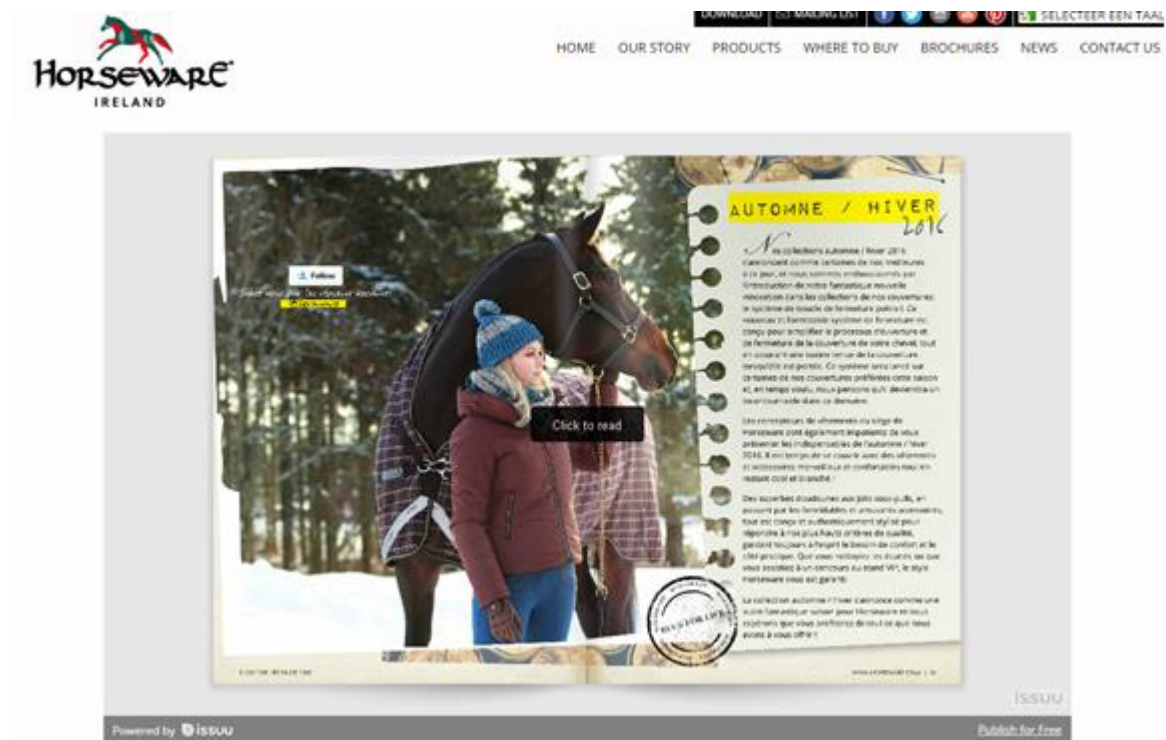


Image 2: French Horseware brochure

As discussed in chapter 2, companies have discovered the strength of a single brand image. This could be a reason to retain English phrases such as “Horseware Ireland” (used in the brand logo), “Rugs for life” (as seen in the ‘stamp’ in the brochure) and “Making a champion” (used in a series of promotional videos)(Horseware.com). As can be seen in image 2, the French brochure indeed shows the exact same brand logo as the English one and the ‘stamp’ with the catchphrase “Rugs for life” has not been translated. This could be a reason to retain the phrases in a Dutch translation.

Whether consciously or not, it seems that large parts of Carrada’s theory with regard to style have been implemented by Horseware. The following page features two images from the website. Both examples show the style that has been described by Carrada. The sentences are simple and the information has been divided into small chunks. In image 4 the “inverted pyramid style” can be recognised; the text first states the main information and then adds smaller details. In both images typographic elements such as bold text can be seen. Image 4 shows icons to ensure easy “scanning”.

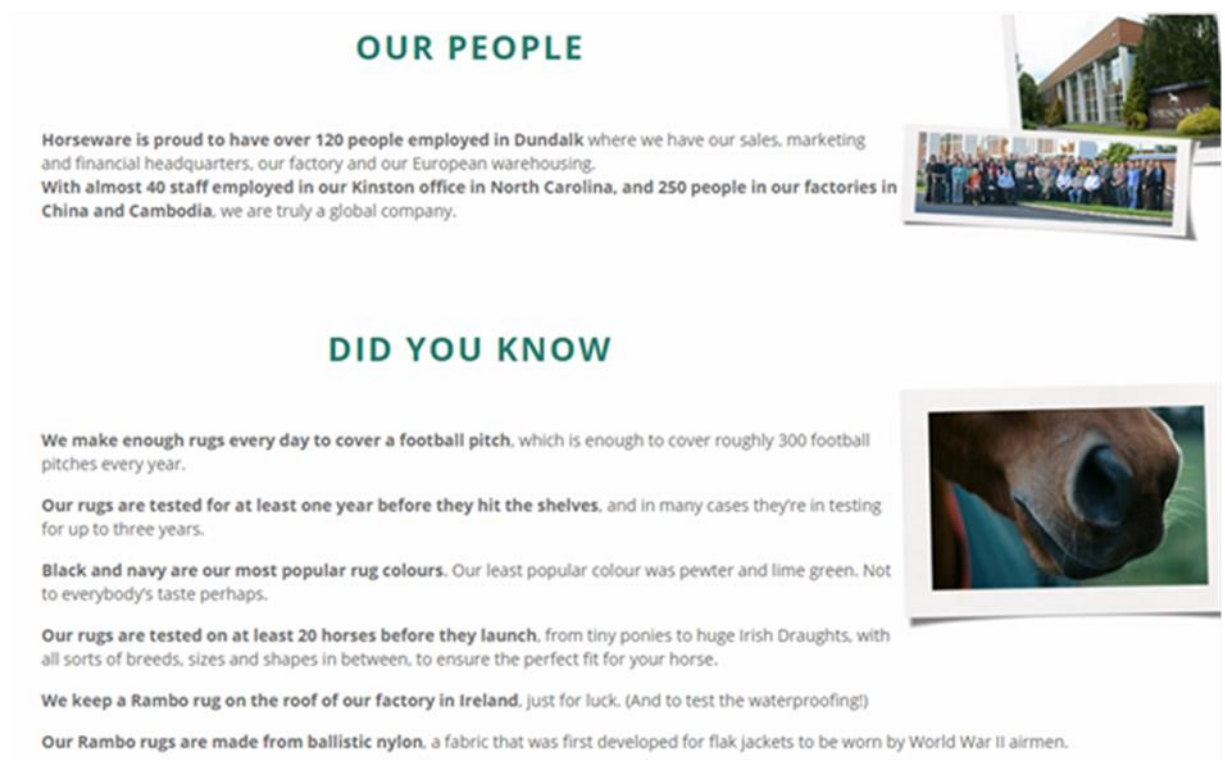


Image 3: Example of the Horseware web page 'Our story'

**RAMBO® ALL-IN-ONE**

WHERE TO BUY | SIZE GUIDE

**RUG SIZE: 5'6 - 7'3 (115cm - 165cm)**

**A seamless Rambo all-in-one design for maximum security, comfort and protection.**

**Fabric**

- Strongest most durable turnout material on the market. 1000D Ballistic Nylon waterproof and breathable outer.
- Anti-static and anti-bacterial lining, with thermobonded fibrefill.

**Features**

- Fully integrated neck design with V-front closure to give freedom of movement to graze.
- Leg arches, reflective strips, wipe clean tail cord, three secure cross surcingles and shine enhancing polyester lining.
- Thermobonded fibrefill for superior and long lasting heat retention.
- Fully integrated neck offering one weight from ears to tail and no seams protects the horse from rubbing.

**Reviews (0)**

**Reviews**

There are no reviews yet.

**Be the first to review "Rambo® All-In-One"**

Name \*

**COLORUS** | ACCESSORIES | TECHNOLOGY | GUARANTEE

**RAMBO ALL-IN-ONE HEAVY 400G**  
 Rug colour: Burgundy  
 Biding colour: Duck Egg  
 Piping colour: Black

**Image 4:** Example from a Horseware product page

Another issue that has been touched upon earlier is the informal tone of the ST. T The text addresses the reader personally, saying, for example, that “through innovation we aim to make a difference to the lives of you and your horses” (Horseware.com). In Dutch there are three options when it comes to translating a sentence like this. One can use the formal ‘u(w)’, potentially risking the reader feeling alienated and ‘kept at an arm’s length’ or one can use the informal ‘je/jij/jouw’, which can sometimes insult the reader if he expects to be addressed with more respect. In many cases it is advisable to look at parallel texts to find out which form of address is conventional. In this case the Horseware website itself might provide a solution to this problem. The German brochure clearly shows the choice to use the informal ‘du’ (German equivalent of ‘jij’) and that could prompt the use of the informal option in Dutch too. Another option is to avoid the choice altogether and rewrite the sentences in the translation process in a way that neither ‘u(w)’ or ‘je/jij/jouw’ are needed.

#### 4.2 Parallel text: The Bucas website

Hannelore Lee-Jahnke has suggested that translators should look at parallel texts when they are not familiar with medical terminology. This strategy can also be used when translating other kinds of terminology, as also suggested by Cabré (362). A parallel text can provide insight into the translation strategies employed on other commercial websites and serve as a guide during the translation process. This is the reason for the analysis of the Bucas website. Bucas is possibly Horseware's biggest competitor, is coincidentally (or perhaps not) also based in Ireland and mainly produces horse rugs, but also other articles similar to the ones in Horseware's stock. The Bucas website ([www.bucas.com](http://www.bucas.com)) feature buttons that lead to the German, Dutch and Chinese website. Although not all pages have been translated, there is much to be learnt from the Dutch translation.

When looking at the Dutch Bucas website one can see that the strategies "straight translation" (Smith and Klein-Braley 183) and "intrasemiotic translation" (Chiaro 324) have been used. The text has been translated without making any changes and all visuals have remained the same. An interesting example of this can be found on the "About us" page, where the English site states that "we have already had a feature on our rugs in national newspapers..." (Bucas.com), which has been translated into Dutch as "er zijn artikels over onze dekens verschenen in nationale dagbladen...". However, the Dutch reader now may think that articles on the Bucas rug have appeared in *Dutch* national newspapers, which is not what is suggested by the ST. This shows that when translating a website from one language to another, and thus from one culture to another, it can be necessary to "change (the) text slightly or significantly" as suggested by Smith and Klein-Braley (183). Another example can be found on the same page: the English text concludes with "enjoy the site", which is a common phrase in English. In Dutch, this has been translated literally as "geniet van de site"; however, this phrase is less common in Dutch and there would be other options that sound more natural (*veel kijkplezier, veel plezier op onze site*). This shows that on the Dutch Bucas website the focus on the target audience, as highlighted by Smith and Klein-Braley but also by Pierini, has been overlooked. It seems that in several cases a machine translation has been used. Machine translations are translations generated with the use of software. Although such (online) translation tools can be helpful when translating formulaic texts, they often miss the nuances of a language. Such nuances are common on a commercial website, because the text serves different functions. Inadequate translations do not contribute to the reader friendliness of a text. Therefore machine translations are definitely not recommended when translating a commercial website.

### *Function and effect*

The Bucas website shows the same kind of informative and persuasive function and effect as would be expected from the Horseware website. The Bucas products are promoted through the informative text. The commercial undertone that can be seen in phrases such as “perfect fit”, “always dry” and “the most versatile” has been translated in a literal fashion as, respectively, “past perfect”, “altijd droog” and “de meest veelzijdige”.

It is also interesting to look at the style and tone of the Bucas website. The first thing that springs to eye is the “inverted pyramid style (from main information to details)” that has been retained in the Dutch translation and the “typographic features enhancing scanning” (Pierini 92) that have been slightly mixed up in the Dutch translation. For instance, certain features of products have been printed in italics in English. This has only partly been copied in Dutch and in some places the italics continue for longer than in the ST.

A subject that has often been mentioned is the choice for an informal or formal tone when translating into Dutch. Bucas has chosen for a formal tone and addresses the reader with the formal “u(w)”.

### *Technical terminology*

As for the technical terminology on the Bucas website it is clear that for most English words the most common Dutch equivalent has been found. The most common equivalent is often not a literal translation, for example “a cooler rug” has not been translated as, for example, *koeldecken*. Instead, it has been translated according to the generally accepted Dutch equivalent “zweetdecken”. A remarkable choice is the choice to leave “ballistic nylon” untranslated, even though *ballistisch nylon* is a common and acceptable equivalent in Dutch. What is even more remarkable is the choice to translate “polypropylene” with “polipropyleen”, although the right Dutch translation is *polypropylene*. This shows that there was possibly little or no attention paid to a general translation strategy with regard to technical terminology or that there has been a lack of careful post-editing. It also appears that during the translation process there was not always attention for the Dutch grammar conventions. As can be seen in the table below (table 2), the first four terms have been translated as non-compound words, as is the grammatical convention in English. However, the Dutch language does not share this rule and calls for a deletion of the space or the addition of a hyphen (*buitendeken* and *transport- en zweetdekens* instead of “buiten deken” and “transport en zweetdekens”). In table 2 an overview of English terms and the Dutch translations has been made.

This overview may function as a reference guide as suggested by Cabré, however, due to the disregard of the Dutch conventions, it is not a good idea to copy the translations without further thought. This shows that although parallel texts are a good source of information, one must be not cautious not to simply use the terms without paying attention to the requirements of the target text audience.

<b>English term</b>	<b>Dutch translation on Bucas website</b>
Turnout rugs	Buiten dekens
Stable rugs	Stal dekens
All-purpose and cooler rugs	Transport en zweetdekens
Fly rugs	Vliegen dekens
water resistant	waterbestendige
waterproof	waterdicht
ballistic nylon	ballistic nylon
Anti-bacterial lining	Antibacteriële voering
rubbing	schuurplekken
leg straps	bilkoorden
tail flap	staartflap
Shoulder darts	Schouderplooiën
Rain sheet	Regendeken
internal surcingles	kruissingels
fillet string	bilkoord / staart koord
belly pad	buikflap
mask	masker
sweet itch	zomerexceem

boots	transportbeschermers
chest extenders	borstverbreeders
halter	halster
draughts	koudbloeden
polypropylene	polipropyleen
under rug	onderdeken

**Table 2:** Equestrian terminology on the Bucas website

#### *4.3 Translation-oriented analysis*

As Nord has argued, a translation should always be preceded by a translation-oriented analysis (145). In “A Functional Typology of Translations” she states that “a text is ‘functional’ if it serves the function (...) it is intended for, and text function is determined by the factors of the situation in which the text will have to serve” (55). It is important to realize, of course, that what Nord calls the text function of the target text (TT) is not necessarily the same as the text function of the ST. According to Nord “the TT function (...) is defined by the translation assignment given by the initiator or deduced by the (professional) translator from the conditions of the translation task” (56). A translation brief, then, is essential, and should, according to Nord, “contain (explicit or implicit) information about

1. the sender’s intention(s),
2. the addressee(s),
3. the (prospective) time and place of text reception,
4. the medium over which the text will be transmitted,
5. the motive for text production or reception” (56).

In this thesis a mock commission will be formulated to imitate an actual situation. It reads as follows:

The goal of the translation is to promote Horseware and its products to the Dutch consumer via the website. This consumer has a thorough knowledge of equestrian terminology; however, maybe not of the technical terminology that Horseware uses. The effect of the translation must be informative and persuasive, just like the source text.

The Laswell formula that was introduced at the beginning of this chapter can also be applied to the TT, which would lead to the following answer: The sender is Horseware. The English text will

be translated into Dutch and published on a parallel Dutch website. The receivers are Dutch-speaking people with a special interest in equestrian products. They own a horse or take care of one. The effect is that the reader will be informed about the Horseware products and persuaded to buy them.

Now that the intended purpose of the TT is clear, it is time to move on to the analysis of the translation problems. These will be investigated by using the top-down model Christiane Nord has suggested as a tool that maps them according to four categories:

Nord argues that there are four categories of translation problems: pragmatic, cultural, linguistic, and text-specific (147). Pragmatic translation problems are the problems that come forth due to the different communicative situations of the ST and TT (difference in place, foreknowledge etc.). Cultural translation problems are problems that arise from the differences between the ST culture and the TT culture (for example, conventions of politeness or measurement units). Differences between (the structure of) the source language and the target language are the cause of linguistic translation problems. Finally, text-specific translation problems are, as the name suggests, problems that are specific to a text. The solutions to these problems are unique (for example, the translation of puns and other wordplay) and can seldom be used in other texts (Nord 147). These categories will be used to identify the problems that might occur during this specific translation process, filter through the possible solutions and decide on the most desirable translation strategies.

#### *4.3.1 Pragmatic translation problems*

The communicative situation is determined by the time, place and foreknowledge in which the ST was received. As for time, the intention is to translate the most recent version of the website. In the mock commission it is shown that the Dutch text will be published on a parallel Dutch website. This means that the English and the Dutch version of the ST can be read at the same time. In a real life situation the translator could inform whether or not the website will be updated as regularly as the English website. This is highly likely, because the website is updated, at the least, whenever there is a new collection and new products would require a new, Dutch translation. This would mean that the translator need not worry about a difference in time.

However, the place where the TT is read will be different to the place where the ST will be read. Because the World Wide Web offers such immense possibilities when it comes to reaching readers it is hard to pinpoint exactly where the TT will be read. That does not mean that a translator cannot use the commission to decide for which place the TT is intended. The mock commission states that the TT is targeted to readers who speak the Dutch language. The most likely place is then of



course the Netherlands, however, one must not forget other places where they also speak Dutch (Belgium, Suriname, and the other countries that belong to the Kingdom of the Netherlands: Aruba, Curaçao, and Sint Maarten). Therefore it is important that the TT can function in any Dutch speaking area. To reach this it may be necessary to adapt the ST slightly or significantly in certain places, as suggested in earlier chapters. This might include, for example, making Irish and American place names explicit. The English speaking ST reader might be aware of the location of these places, the Dutch speaking is not necessarily.

As for foreknowledge, it may be assumed that the reader has an extensive knowledge of equestrian products. This is because it may be expected that the reader is interested in Horseware's products because he/she owns or (intends to) take(s) care of a horse. With such a responsibility comes a certain kind of knowledge that is not bound to one language area. It may be assumed that if products and their function are not part of the standard foreknowledge expected from (potential) customers this has been explained in the ST, thus solving the problem immediately.

Another typical example of a foreknowledge-related translation problem are the people used to promote Horseware. Horseware has a large team of sponsored riders who feature on the website and in the brochure. Many of these riders are extremely well known internationally, others are less famous and might not be recognised in Dutch speaking areas. In that case it might be necessary to make the TT more explicit than the ST and add a small description of who/what the rider is/does.

#### *4.3.2 Cultural translation problems and CSIs*

It is important to note the difference between cultural translation problems as stated by Nord and translation problems as the result of "culture-specific items (CSIs)" as discussed by Javier Franco Aixelá. Aixelá's CSIs make up a broader category than Nord's cultural differences, as Aixelá define his CSIs as "textually actualized items whose function and connotation in the ST will result in a translation problem when translated to a TT because these items either do not exist in the target culture or they have a different intertextual status in the culture system of the readers of the target text" (198). Although Aixelá's definition may be broader than that of Nord, these translation problems will be discussed in the same subchapter.

An issue that has been brought up before and undeniably belongs to this category is the difference in formal and informal conventions in English and Dutch. Before the translation process can start, a choice must be made between the formal 'u(w)', the informal 'je/jij/jouw' or a neutral translation strategy. As has been pointed out before, the German translation of the brochure shows

the informal tone, but this does not mean that this can simply be copied in the Dutch translation. When looking at parallel texts one can find both options displayed, so that strategy does not present a simple solution either. Preferably, the translator would ask the client which tone to use. If that for whatever reason is not possible (like in this situation) the translator will have to make well-considered choice. In this case I have considered the options and decided that the site in general calls for a formal tone. However, I believe that the brochure calls for a different approach: a formal tone would be too distant and too contrasting with the overall playful tone of the brochure.

Measurement units are also a common cause of cultural translation problems, although normally the units have to do with weight or distance. In this specific case however, the problem results from a difference in measuring horses. The ST features a size guide for its rugs that shows lengths in both inches and centimetres, so that should be no problem for the Dutch reader. However, in the Netherlands it is usual to measure a horse's rug size from the centre of the horse's chest along its side to the centre of its tail (resulting in a measurement between 76 and 229 cm). The Horseware rugs are measured differently, namely from the withers along the back to the tail (resulting in a measurement between 50 and 170 cm). In the size guide these two different ways of measuring a horse have been incorporated; however, in the product overview only the latter measurement has been provided. For a Dutch target audience it would be more logical to include the first measurement in each product overview and the latter only in the size guide for extra reference.

#### *4.3.3 Linguistic translation problems*

Differences in the structure of the source language and the target language may cause linguistic translation problems. A very simple example was described in the analysis of the Bucas website: English uses a space in compound words, something that cannot be copied in Dutch. However, there is one exception that calls for the retention of this space and that is the English product names that are retained in the Dutch translation. These products names are left untranslated to ensure the products can be easily found online or via other sales points. The Dutch convention would require these product names to be written without spaces or at least connected with a hyphen. However, this would generate so much ... that it would be more logical to leave the names as they are. Another interesting difference between English and Dutch is the Dutch custom to use modal particles to express modality, in contrast to English, which uses verb tense to express this (Claes 42). Examples of Dutch modal particles are *toch*, *eens*, *even* and *wel*. These modal particles are often used to make a Dutch text more 'readable'. It requires a good knowledge of the target language to decide whether or not a modal particle is called for. The same goes for the use of personification, which is much

more common in English than in Dutch. The translator must decide for every occurrence whether the personification is useable in Dutch, otherwise the translator must adjust the sentence in a way that the personification can be left out. Finally, an issue that is seen frequently when translating an English text into Dutch is the reoccurring use of the present participle. This construction cannot be copied in Dutch and thus the sentence must be adapted to express the same meaning.

As for the technical terminology in the ST, I will start with the assumption that every term has an equivalent in Dutch. Through reference works and parallel texts I will set out to find the most adequate equivalent for each term. There is plenty of technical terminology to be found in the ST that is the result of Horseware's innovative business approach. Horseware has introduced several products on the market that are unique and with those products come specific terms. These terms might not yet have an equivalent in Dutch. Once it has been established that there is no equivalent available, I shall introduce a new equivalent, thereby taking into the account the option of leaving the term untranslated.

#### *4.3.4 Text-specific translation problems*

As for text-specific translation problems, there are several interesting examples that are the result of the commercial text type. With the commercial tone of the text comes the use of alliteration and other types of word play, especially in the titles in the brochure, such "faces to follow", "gift ideas guide", "tips from the team", "as seen on stars...", "show ready shine", "winter warmers", "fact file", "more warmth with less weight". There is no single translation strategy for these phrases, so every single phrase must be considered individually. It is not always possible to retain the alliteration or word play in the translation. In that case, one can also make use of compensation to ensure the total effect remains similar. This means that the translator adds alliteration or word play in other places in the TT where the opportunity presents itself.

Another potential text-specific problem is also the result of the commercial text type. With the advertising of Horseware's products come many adjectives that describe the products. These adjectives have a certain effect, as they are extremely positive, thus contributing hugely to the persuasive effect of the ST. Think of words such as "perfect", "strongest", "fully integrated", "most durable", "secure", "super" and "most comfortable". At first sight these words do not seem difficult to translate, however, it is important to find the most relevant equivalent in Dutch. As pointed out by Reiss, "...the psychological mechanisms of the use of persuasive language should be adapted to the

needs of the new language community” (129). There is no clear-cut strategy for this other than that every case must be examined separately to find the best equivalent.

One other issue that has been discussed in this thesis is the existing template of a website and its contents (for example, the brochure). To address this issue I will try as much as possible to match the word count used in the ST, especially when it comes to the brochure with its carefully constructed layout.

## 5 Conclusion

A commercial text on a website is any type of text that contributes to the commercial success of the business that is in charge of the site. Common translation problems that occur when translating commercial websites are the result of the text type, the medium and the intended function and effect of the TT. In order to address these problems it is essential to focus on the target audience. A commercial website can be translated in a variety of ways: on the one hand it is possible to translate the text as directly as possible without changing any content at all, on the other hand it is an option to adapt the text (and possibly the non-verbal elements) as a whole, and then there are varieties of adaptation that fall between the former two explained ways. Because of the intended function and effect of a commercial website, namely informing and persuading the reader, it is likely that the source text must, at the very least, be adapted slightly. Because a commercial text is in principle created to sell a product, this function must be achieved in the target language too and this objective is more important than any other, bringing the intended function and effect of the target text on the target audience to the top of the priority list.

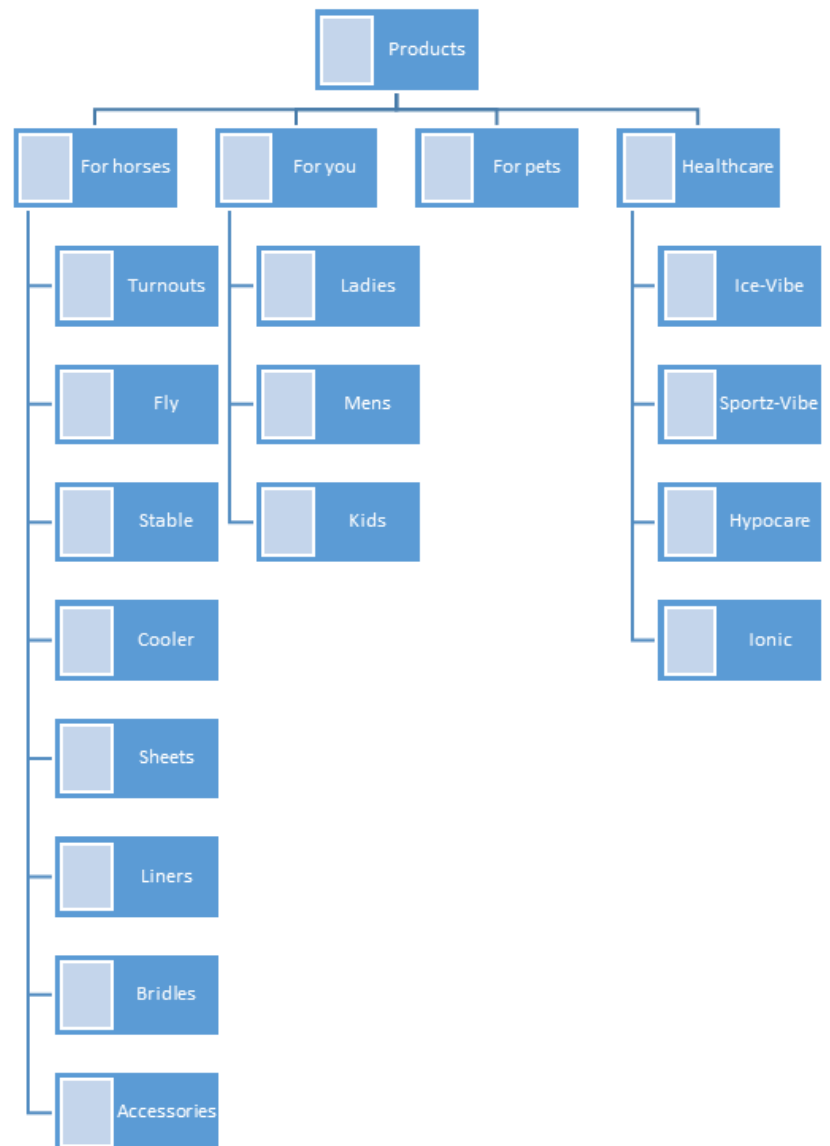
The medium brings other translation problems with it; website translation often includes not only verbal elements, but also non-verbal elements such as images. These elements work together to provide a total overview of a promoted product. Style and tone are also aspects that can take particular forms when it comes to a website. Here too, it is important to keep in mind the effect on the target audience.

The case study of Horseware also introduces the problem of technical terminology. This terminology must be translated adequately to maintain the function and effect of the source text. To achieve this it is possible to look at parallel texts, however, as has been shown in this thesis, it is inadvisable to trust completely one single parallel text. It is therefore also a good idea to use reference works and possibly even consult with experts to find the right equivalents. If there is simply no equivalent to be found, it is the translator's task to either come up with an adequate new translation or decide to maintain the original term.

This thesis focussed on a case study in a particular field, the equestrian industry. The theoretical framework in the first two chapters can be applied to all commercial websites, however, further studies could focus on other industries to find out if the predominantly target oriented approach is relevant to other types of commercial websites.

## 5 Translation with footnotes

This chapter will put the most desirable translation strategies into use in a translation of part of the Horseware website. A selection has been made for translation, including, in this order, the pages “Home”, “Our story”, a part of the “Product” page, a part of the “Brochure” page and a part of the “Contact us” page. For the sake of clarity an extra site map for part of the “Product” area that will be translated has been made, see below. The chosen pages were selected because they represent the different parts of the Horseware website.



**Table 3:** “Product” site map

## HOME

Making a champion

Making a champion is een *nieuwe serie korte documentaires* van Horseware, die inzicht geeft in de toewijding en het talent van de ruiters van team Horseware. #makingachampion<sup>1</sup>

KIJK NU

\*

## OVER HORSEWARE

### Ons verhaal

**Horseware begon met een klein team, in Dundalk, Ierland, in 1985.** Na maanden onderzoek en met de hand stikken, ontstond het prototype van de inmiddels iconische Rambo Original<sup>2</sup>. Daarmee werd de norm gesteld voor de moderne deken. Sindsdien zijn we uitgegroeid tot 's werelds meest betrouwbare producent van paardendekens.

**Horseware werd opgericht door Tom en Carol MacGuinness.** Hun vastberadenheid om een deken te maken die niet lekte, niet schoof en het paard niet deed zweten, leidde tot het ontstaan van de eerste volledig waterdichte en ademende buitendeken die echt zijn werk deed.

**Tegenwoordig wordt onder toeziend oog van Tom onze Rambolijn nog steeds in hetzelfde dorp in Ierland met dezelfde aandacht voor details en hoogwaardig materiaal geproduceerd.** We streven er continu naar het beste en zijn uitgegroeid tot een marktleider in producten voor paard en ruiter. **Wij stoppen nooit met ontwikkelen; wij zijn altijd op zoek naar ongebaande paden, wij verleggen grenzen en vinden altijd nieuwe uitdagingen.**

Wij geloven dat creëren gelijk staat aan innoveren. En door te innoveren hopen wij een verschil te maken in het leven van u en uw paarden.

---

<sup>1</sup> I have chosen to retain the English title "Making a champion", because that allows the hashtag #makingachampion to remain untranslated as well. Translating this hashtag would remove its function altogether. The hashtag is a way to find all social media posts that have to do with this campaign; therefore it must stay untranslated in order to make sure that the reader can find all social media posts related to it.

<sup>2</sup> I have changed the structure of the sentence so as to remove the personification from the translation.

## ONZE MENSEN

**Horseware is trots op de ruim 120 mensen die in Dundalk in dienst zijn**, waar onze sales, marketing en financiële zaken worden afgehandeld en onze fabriek en het Europese magazijn zich bevinden.

**Met bijna 40 medewerkers in ons kantoor in Kinston, in het Amerikaanse<sup>3</sup> North Carolina, en 250 medewerkers in onze fabrieken in China en Cambodja** kunnen wij onszelf een heuse multinational noemen.

## WIST U DAT

**Wij per dag genoeg dekens maken om een voetbalveld te bedekken**, en dus genoeg om elk jaar zo'n 300 voetbalvelden te beslaan<sup>4</sup>?

**Alle soorten dekens minstens één jaar lang worden getest voordat ze in de schappen verschijnen**, en vaker nog minimaal drie jaar?

**Zwart en donkerblauw de meest populaire kleuren zijn voor dekens?** Onze minst populaire kleur was tin en limoen groen. Over smaak valt niet te twisten...

**Onze dekens worden op minstens 20 paarden getest voordat ze geïntroduceerd worden?** Door ze te testen op piepkleine pony's en op enorme Ierse koudbloeden, en op alle rassen, vormen en maten ertussenin, kunnen wij de perfecte pasvorm voor uw paard garanderen.

**Op het dak van onze Ierse fabriek een Rambo deken ligt**, als talisman? (En om de waterdichtheid te testen!)

**Onze Rambo dekens gemaakt zijn van ballistisch nylon**, een stof die ontwikkeld werd voor scherfwerende vesten in de Tweede Wereldoorlog<sup>5</sup>?

## MILIEUVERKLARING

**Wij vinden het van groot belang dat het milieu beschermd wordt**, dus om daaraan bij te dragen, gebruiken wij 100% Ierse windenergie om aan de energiebehoeften van onze Ierse fabriek te voldoen.

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<sup>3</sup> I've added this explanation because a Dutch reader might not know that North Carolina is in America and not, for instance, in Britain or Ireland. It is important that the reader know how widespread the Horseware business is.

<sup>4</sup> In the source text, wordplay featured mainly in the brochure. However, when the opportunity presented itself to add wordplay in this list I took this opportunity. Here, *beslaan* means 'to cover', however, in a different context, *beslaan* can mean 'to shoe a horse'.

<sup>5</sup> I have made this sentence less explicit in the translation, leaving out the mention of "airmen", because I believe this information is far less important for the Dutch reader than for the English/Irish reader, who might feel a special connection to 'their airmen'.



Vorig jaar hebben wij het equivalent van 5833<sup>6</sup> bomen gered door duurzame energie te gebruiken.

\*

## PRODUCTEN

**Waterdicht**

**Ademend**

**V-borstsluiting**

**Kruissingels<sup>7</sup>**

**Beenuitsparingen**

## RAMBO® ALL-IN-ONE<sup>8</sup>

WAAR TE KOOP      MAATTABEL

MATEN: 168 – 221 (5'6 – 7'3)

**Een naadloos Rambo all-in-one design voor maximale zekerheid, comfort en bescherming.**

### Stof

- Sterkste en duurzaamste materiaal op de markt. 1000D ballistisch nylon,<sup>9</sup> waterdichte en ademende buitenlaag.
- Antistatische en antibacteriële voering, met thermogebonden vezelvulling.

### Eigenschappen

- Volledig geïntegreerde halsontwerp met V-borstsluiting voor bewegingsvrijheid om te grazen.

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<sup>6</sup> It is the Dutch convention to not add commas or spaces in numbers that consist of four digits (<http://taaladvies.net/taal/advies/vraag/1>).

<sup>7</sup> I have translated “secure surcingle” as *kruissingels* and left out any references to “secure” for the practical reason that *veilige kruissingels* or *betrouwbare kruisingels* would possibly be too long to feature on the icon. The fact that the surcingles are “secure” is mentioned in the product description and this has been translated accordingly.

<sup>8</sup> In general, I have left product names untranslated and unchanged, as international equestrians web shops use the original names. That way, a Dutch speaking customer looking for the product online can find the product easily when searching the web.

<sup>9</sup> Although there was no comma here in the source text, I have added one in the translation to adhere to Dutch grammar rules. I have continued to do this throughout the translation.

- Beenuitsparingen, reflecterende strips, afveegbaar staartkoord, drie veilige kruissingels en polyester voering voor een glanzende vacht.
- Thermogebonden vezelvulling voor superieure en langduriger behoud van warmte.
- Volledig geïntegreerde hals biedt één gewicht van oren tot staart en geen naden die kunnen schuren.

KLEUREN      ACCESSOIRES      TECHNOLOGIE      GARANTIE



### **Barrièretechnologie**

### **Waterdicht**

### **Ademend**

### **Linersysteem**

### **Beenuitsparingen**

## **RHINO® ORIGINAL**

WAAR TE KOOP      MAATTABEL

**MATEN: 168 – 221 (5'6 – 7'3)**

**De Rhino® Original, nog steeds oersterk.**

### **Stof**

- Unieke barrièretechnologie met een 1000D polypropyleen buitenlaag die de waterdichte en ademende barrière eronder beschermt.
- Polypropylene is een sterker alternatief voor het veelgebruikte polyester buitendekenmateriaal.
- De Rhino Original wordt geleverd met een antistatische en antibacteriële polyester voering en thermogebonden vezelvulling.

### **Eigenschappen**

- Klassiek ontwerp met dubbele borstsluiting.
- Beenuitsparingen, reflecterende strips, bevestigingspunten voor hals en liner, kruissingels en polyester voering voor een glanzende vacht.

- Thermogebonden vezelvulling voor superieure en langduriger behoud van warmte.
- Losse hals verkrijgbaar.

KLEUREN      ACCESSOIRES      TECHNOLOGIE



### **Vamoose-technologie**

### **Pony collectie**

### **Bescherming**

### **Ademend**

### **Linersysteem**

### **V-borstsluiting**

### **Afneembare hals bijgeleverd**

### **Rechte singels**

## **RAMBO FLY BUSTER VAMOOSE**

WAAR TE KOOP      MAATTABEL

**MATEN: 152 – 221 (5'0 – 7'3)**

**Dubbele werking: De krachtigste en meest langdurige bescherming tegen vliegen.**

### **Behandeld**

- Behandeld met onze Vamoose-technologie.

### **Stof**

- Gemaakt van unieke, gepatenteerde en duurzame stof dat zeer zacht is en tegelijkertijd UV-bescherming biedt. Ontworpen om vele seizoenen mee te gaan.

### **Eigenschappen**

- Extra grote staartflap, beenuitsparingen, buikbescherming, V-borstsluiting, schouder- en halsvoering<sup>10</sup>, drie rechte singels en afneembare hals.

KLEUREN      TECHNOLOGIE



### **Vamoose-technologie**

#### **Bescherming**

#### **Ademend**

#### **Rechte singels**

#### **Beenuitsparingen**

### **AMIGO THREE-IN-ONE VAMOOSE**

WAAR TE KOOP      MAATTABEL

**MATEN: 152 – 221 (5'0 – 7'3)**

### **De ultieme verdediging tijdens de zomer: waterdichte buitendeken en vliegendeken in één, met UV-bescherming**

#### **Behandeld**

- Fijngemaasde zijkant is behandeld met onze Vamoose-technologie.

#### **Stof**

- Waterdichte en ademende 600D polyester bovenkant, fijngemaasde polyester zijkant.

#### **Eigenschappen**

- De perfecte deken voor veranderlijk weer, functioneert als buitendeken én als vliegendeken met als extraatje een UV-beschermende werking. Naadloos ontwerp met een waterdichte bovenkant zodat uw paard tijdens een zomerbuitje niet nat wordt, maar niet te dik zodat uw paard niet oververhit raakt. De met Vamoose behandelde fijngemaasde zijkanten zorgen voor een maximale luchtstroom en ventilatie met extra

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<sup>10</sup> Here I have changed "mane lining" to *halsvoering* because in Dutch it would be strange to say the 'mane is lined'. By informing the reader that the hood is lined, the reader understands that this is to protect the mane.

vliegwerende schouderdelen. Geïntegreerde hals, extra lange staartflap, dubbele borstsluiting, beenuitsparingen, bilkoord en drie rechte singels voor extra bescherming van de buik.

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## **Ademend**

## **Beenuitsparingen**

## **RAMBO AIRMAX COOLER**

WAAR TE KOOP      MAATTABEL

**MATEN: 152 – 221 (5'0 – 7'3)**

**Superlicht, supereffectief.**

## **Stof**

- Polyester-airmesh.

## **Eigenschappen**

- Klassiek ontworpen cooler, de airmesh<sup>11</sup> stof heeft een zachte, absorberende voering om vocht af te voeren, terwijl de 3D-constructie het paard warm houdt met koud weer en de vacht laat ademen met warm weer. De gladde buitenkant betekent dat de deken prima op stal gedragen kan worden zonder dat er zaagsel of hooi aan blijft hangen. Afneembare singels, dubbele borstsluiting en bilkoord. Nu een verbeterde pasvorm door de voorbeenuitsparing en een gladde airmesh schoudervoering.

KLEUREN      TECHNOLOGIE

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## **Pony collection**

## **Ademend**

## **Linersysteem**

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<sup>11</sup> I was not able to find a satisfactory equivalent for “airmesh” and thus decided to leave it untranslated. Because the product description details the function of the fabric the Dutch-speaking reader will understand the quality of the fabric without maybe knowing the exact structure of the fabric.

## **HORSEWARE® LINER<sup>12</sup>**

WAAR TE KOOP      MAATTABEL

**MATEN: 168 – 221 (5'6 – 7'3)**

**PONYMATEN: 114 – 175 (3'9 – 5'9)**

**Kan gecombineerd worden met alle dekens met het linersysteem icoon.**

### **Stof**

- Polyester buitenlaag en voering, met vezelvulling.

### **Eigenschappen**

- Een simpel systeem: Horseware® liners geven uw deken een hoogwaardig isolatievermogen zonder 2 dekens nodig te hebben.
- De liner wordt met klittenband aan het halsgedeelte van de buitendeken bevestigd en met clips aan de achterste hoeken om te voorkomen dat de liner verschuift.
- Liners kunnen eenvoudig gewassen worden in een gewone wasmachine.

KLEUREN      TECHNOLOGIE

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## **RAMBO MICKLEM MULTIBRIDLE**

WAAR TE KOOP

Dit unieke hoofdstel is ontworpen om comfortabel om het hoofd van het paard te passen, zonder druk te veroorzaken op gevoelige plekken. Het kan gebruikt worden als hoofdstel, kaptoom of als bitloos hoofdstel (met 2 sterktes).

(1) Een hoofdstel (met geïntegreerde neusriem)

(2) Een kaptoom

(3) Een bitloos hoofdstel

**MAAT: PONY, KLEIN PAARD, STANDAARD PAARD, GROOT PAARD**

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<sup>12</sup> The English term “liner” is commonly used in Dutch-speaking countries with regard to horse rugs.

Kleur: Bruin, Zwart

Bijpassende teugels met messing gespen.



## ICE-VIBE® BOOT

WAAR TE KOOP

**Maat: Full of Extra Full**

### Stof

- Neopreen buitenkant, elastische binnenvakken, zachte voering, sterk klittenband.

### Eigenschappen

- Ice-Vibe® boots zijn gevormd om het onderbeen te passen en kunnen gebruikt worden voor zowel voor- als achterbenen. Makkelijk in het gebruik: draai eerst de coldpacks om het been en plaats vervolgens de boot eromheen. Dankzij de elastische binnenvakken kunnen de strips makkelijk aangebracht of weggehaald worden en het klittenband voorkomt schuiven. We hebben de look en de feel<sup>13</sup> van de Ice-Vibe® boots vernieuwd: ze hebben nu een gladde buitenkant om zaagsel te weren en gevormde gelpacks voor een optimale werking en pasvorm.

KLEUREN      ACCESSOIRES      TECHNOLOGIE



## IONIC

**IONIC Therapietechnologie door HORSEWARE** – De voordelen van negatieve iontherapie worden toegepast in deze Rambo Ionic® Rug, die gevoerd is met een laag keramisch materiaal<sup>14</sup> die toermalijnpoeder bevat. Toermalijn is een in de natuur voorkomend kristal dat negatieve ionen afgeeft die de hydratatiecapaciteit van het bloed verbeteren door de watersamenstelling in het lichaam van het paard te veranderen. Deze verandering verbetert de bloedcirculatie, de

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<sup>13</sup> I chose to keep “look” and “feel” in the Dutch text because I think these terms fit well within a Dutch description of a modern, technical product.

<sup>14</sup> “A ceramic screen print” is a term that one might not bring in connection with a horse rug. It is a way of describing the material of the rug. In the translation it is more important to bring across the idea of the material than to remain true to the original description. Because in Dutch it would be vague to describe the material as *een keramische zeefafdruk*, I have chosen to leave out the idea of a “screen print”.

zuurstoftoevoer en het afvoeren van afvalstoffen. Perfect om te gebruiken vóór de training om de spieren op te warmen of na de training om te helpen met de afvoer van melkzuur.

**De nieuwe generatie hippische welzijnsproducten.**

**Deze innovatieve technologie is ook verkrijgbaar voor mensen in 6 verschillende producten.**

Alle 6 resultaten tonen

RAMBO IONIC® BESCHERMERS / RAMBO IONIC® FLEECEDEKEN / RAMBO IONIC® LINER 100G /  
RAMBO IONIC® STALDEKEN

•

**Machinewasbaar**

**Ademend**

**Vochtafdrijvend**

**ANCONA TECHNISCHE WEDSTRIJDTOP**

KOOP NU MAATTABEL

**Size: XS-XXL**

**Eigenschappen**

- 91% Polyamide, 9% Spandex
- Vochtafvoerend materiaal
- Antibacteriële behandeling
- Beschermt tegen insecten, UPF 50 + UV-stralen
- Rits aan de voorkant
- Superhip en flatterend ontwerp
- Machinewasbaar

**Bekijk de volledige Alessandro Albanese collectie**

KLEUREN

•

**Ademend**



## AMIGO FLEECE HONDENDEKEN

WAAR TE KOOP      MAATTABEL

**DEKENMAAT: XXS – XXL**

### Stof

- Mediumgewicht 300g anti-pilling fleece buitenlaag.

### Eigenschappen

- Luxeuzere, zachte fleecedeken voor honden met een elegante en aangesloten pasvorm. De fleecestof heeft vochtregulerende eigenschappen om zo de droogtijd van de deken te optimaliseren. Met een hoge hals en een comfortabele kraag voor een stijlvolle look. Gemakkelijk los te maken plastic gespsluiting, verstelbare buikriem en elastische pootlussen voor extra veiligheid.

KLEUREN      TECHNOLOGIE

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## BROCHURE

Volg ons op social media

HERFST/WINTER 2016

Het lijkt erop dat onze Herfst/Winter '16-collectie één van onze beste collecties ooit zal zijn. Wij verheugen ons erop om onze fantastische **nieuwe innovatie** te introduceren in onze dekenlijnen: de Horseware Disc Borstsluiting. Dit nieuwe sluitingssysteem is ontworpen om het los- en vastmaken van dekens makkelijker te maken en tegelijkertijd de deken stabiel te laten liggen tijdens gebruik. De sluiting zal dit seizoen verschijnen op een aantal van onze meest geliefde dekens en wij geloven dat deze technologie mettertijd standaard zal worden.

De kledingontwerpers van Horseware kijken er ook naar uit om de Herfst/Winter 2016 musthaves<sup>15</sup> te presenteren. Het is tijd om lekker laagjes aan te trekken en te genieten van heerlijk knusse kleding<sup>16</sup> en accessoires en er tegelijkertijd cool en trendy uit te zien!

Van heerlijke donsacks tot lekkere laagjes en superhippe accessoires<sup>17</sup>, alles is ontworpen volgens onze hoge eisen en voldoet aan de vraag naar comfortabele en praktische items. Of je nou aan het uitmesten bent of van een wedstrijd geniet in de VIP-lounge, je bent altijd verzekerd van de authentieke Horseware stijlgarantie.

Herfst/Winter lijkt weer een fantastisch seizoen te worden voor Horseware en wij hopen dat je veel plezier beleeft aan alles wat wij te bieden hebben.

•

“Vanaf het moment dat ik opstap, ben ik 100% positief. Het is een speciaal gevoel en dat motiveert me.”

Bertram Allen

FEI Top 10 ruiter, Internationaal springruiter

“Mijn opa zei altijd, succes is het resultaat van hard werken. Succes behaal je alleen als je er zelf voor werkt.”

Cian O’Connor

Winnaar Olympisch Brons, Internationaal springruiter

“Train vaak, train veel en denk na over wat je doet. Denk na over hoe je je wedstrijd gaat rijden, hoe je je voorbereidt. Oefenen is het belangrijkste.”

Shawn Flarida

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<sup>15</sup> I have chosen to keep the word *musthaves* because this is a popular term in Dutch fashion retail industry. However, it is the Dutch convention to write it as one word.

<sup>16</sup> I have chosen for two alliterations here (*lekker laagjes* and *knusse kleding*) even though only one appeared in the ST. This compensates for lack of alliteration later on in the translation.

<sup>17</sup> It proved hard to come up with three alliterating descriptions for “down jackets”, “layering pieces” and “accessories”. Therefore I have settled for only one alliteration here and compensated this elsewhere in the translation.

Vijfvoudig winnaar WEG Goud, Internationaal reiner

Tip

Deel jouw verhalen over jouw 'once in a lifetime' paard met ons via Facebook of Instagram met #makingachampion.

“Je begint als klein kind en je droomt van de Olympische spelen. Ik kan zeggen dat dromen uit kunnen komen, het is mij namelijk overkomen. Dat is een fantastische beloning.”

Philip Dutton

Tweevoudig winnaar Olympisch Goud, International eventingruiter

“Ik leer mijn paarden beter begrijpen door naar ze te luisteren. Dan weet ik wat we moeten doen en weet ik: Yes, we kunnen het.”

Michael Jung

Tweevoudig winnaar Olympisch Goud, International eventingruiter

Making a CHAMPION

Ga naar [horseware.com/makingachampion](https://horseware.com/makingachampion) om onze serie documentaires over een aantal van de beste ruiters ter wereld te bekijken.

“Met het juiste team achter je is echt alles mogelijk.”

Scott Brash

Winnaar Rolex Grand Slam, Internationaal springruiter

•

Pin mij op Pinterest!

Disc Borstsluiting ← Let op het nieuwe Disc Borstsluiting-icoon op de verpakking

€209,95<sup>18</sup> €99,95

Nu verkrijgbaar in de Amigo Bravo 12 plus Turnout 250g & de Rambo Helix staldeken.

#### Het Horseware® Disc Sluitingssysteem

Het Horseware® Disc Sluitingssysteem tilt onze V-Borstsluiting naar een hoger niveau en verlegt daarmee de grenzen in het ontwerp van dekenluitingen.

Het systeem is licht, veilig en gemakkelijk in het gebruik. De V-borstsluitpunten zijn verwerkt in een lichter en flexibeler ontwerp. Het roestvrije en gestroomlijnde design van het Horseware® Disc Sluitingssysteem kan worden geproduceerd in vele verschillende kleuren en kan met één hand vastgemaakt worden waardoor deken wisselen een eitje wordt.

De Horseware® V-Borstsluiting is een comfortabelere oplossing voor paarden en het vernieuwende design van de Horseware® Disc versterkt de effectiviteit van dit innovatieve sluitingssysteem.

#### NIEUW

Lichtgewicht en flexibel ontwerp voorkomt het trekkende effect op vliegendekens en andere lichte deken.

Ergonomisch design. De gebogen lijn volgt de vorm van het paard en vergemakkelijkt het omlaag brengen van de hals om te grazen.

Het klassiek V-Borst ontwerp imiteert de beweging van de schouders van het paard. De schijf ligt comfortabel tegen de borst van het paard.

Makkelijk 'quick-release' systeem. Twee sluitingen en de deken is los.

Ijzersterke polypropyleencombinatie, ontworpen om het gewicht van een paard te weerstaan.

Je kunt individuele deken markeren.

Roestvrij en ijzersterk materiaal.

Getest in extreme omstandigheden van -25 °C tot 40 °C. UV-beschermd en ontworpen met duurzaamheid in het oog.

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<sup>18</sup> The prices are already given in euros, however, the English convention of using a decimal point as a decimal mark must be changed into a decimal comma to adhere to Dutch conventions.



Warmteverlies aangegeven bij rug en heupen.

Geen warmteverlies. Warmte vastgehouden onder Vari-Layer.

### **Standaard buitendeken**

#### **Vari-Layer® deken**

#### **Waarom is dit zo goed voor mij en mijn paard?**

Voor de eigenaar betekent het minder gewicht om te tillen en dat betekent ook dat je paard minder gewicht op zijn rug heeft.

Voor oudere paarden of paarden die moeite hebben op gewicht te blijven kan dit een waardevol hulpmiddel zijn om ze warm en knus te houden, zelfs tijdens de koudste nachten.

Doordat het materiaal op de zijkanten in lagen is aangebracht, kan de deken dichter op de huid liggen, de warmte vangen en zo een groter deel van de buik bedekken.

Onze superademende Aquatrans®-technologie, die ook in onze buitendekens wordt gebruikt, zorgt ervoor dat vocht wordt afgevoerd aan de buitenkant waardoor het paard comfortabel blijft.

De Vari-Layer technologie is verkrijgbaar in de volgende dekens.

- Twee buitendekens

Rambo Supreme met Vari-Layer buitendeken

Rambo Wug met Vari-Layer buitendeken

- Twee staldekens

Rambo Stable Plus met Vari-Layer

Amigo Stable Vari-Layer Plus

En de Vari-Layer Liner, die met al onze dekens met het linersysteem-icoon gecombineerd kunnen worden.

“Ik gebruik de Vari-Layer® stal- en buitendekens omdat ze mijn paarden perfect op temperatuur houden, zonder overbodig gewicht op hun rug. De Vari-Layer serie bestaat uit superbetrouwe producten van geweldige kwaliteit.”

Peter Charles

Internationaal springruiter

### **Rambo Vari-Layer®**

Meer warmte met minder gewicht<sup>19</sup>

We hebben de buitenste, waterdichte laag van een Rambo Supreme met Vari-Layer® buitendeken afgehaald zodat je de technologie kunt zien.

#### **Wat is Vari-Layer® technologie?**

- Vari-Layer® is het stapelen van thermogebonden vezelvulling om zo maximaal warmtebehoud te bereiken zonder het gewicht van een standaardvulling - meer warmte met minder gewicht.
- De gebruikte thermogebonden vezelvulling behoudt zijn dikte, zelfs tijdens het wassen, waardoor jouw deken de maximale warmte kan blijven bieden.

#### **Tip**

Onze Vari-Layer liners zijn ideaal voor dat beetje extra warmte in de winter.



Onze Rambo buitendekens hebben allemaal 3 jaar garantie op waterdichtheid!

#### **Tip**

Als er een klein scheurtje in je deken zit, raden we onze Rambo buitendeken reparatieset of onze Rambo Stormsure lijm aan om kleine beschadigingen af te dichten en waterdicht te maken.

Hoe maken wij onze buitendekens zo goed waterdicht?

Let op ons waterdicht-icoon op de verpakking.

#### **AQUATRANS®-TECHNOLOGIE UITGELEGD**

Deze waterdichte technologie is één van de beste op de markt en zorgt ervoor dat jouw paard droog en comfortabel blijft tijdens het dragen van Rambo®, Rhino® en Amigo® buitendekens.

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<sup>19</sup> Whilst translating “more warmth with less weight”, I tried to keep the alliteration in mind. By letting the letter *m* appear three times and the letter *w* twice, I hope to achieve the same effect as the original.

De buitenste hydrofobe laag weert water en drijft waterdamp door de stof en weg van de buitenlaag. Daardoor wordt al het water dat van de buitenlaag afkomstig is weggehouden van deze laag.

De binnenste, hydrofiele laag trekt water aan en voert zweet weg van het lichaam.

DOWNLOAD NU ONZE NIEUWE APP

Verkrijgbaar op Google play

Download in de App Store

Twijfel je over welke buitendeken je voor je paard moet kiezen? Onze nieuwe Horseware® Turnout Guide maakt het uitzoeken van een deken een makkie.

\*

BEST VERKOCHTE HOOFDSTEL

FEI-GOEDGEKEURD

RAMBO MICKLEM

“Het draait om de kleine details. De lengte van elk stukje leer, elke hoek en de kwaliteit van alle onderdelen. Kleine dingen als een knellend riempje of een beetje extra druk op de verkeerde plek kunnen groot en onnodig ongemak bij je paard veroorzaken. Wij zorgen ervoor dat de kleinste details kloppen en staan de volle 100% achter onze Rambo® Micklem® hoofdstel. Dit betekent dat we garanderen dat elk hoofdstel klopt en dat dit het enige hoofdstel is dat volgens mijn exacte specificaties gemaakt is. Bovendien betekent het dat Horseware het enige bedrijf is dat continue kan rekenen op mijn betrokkenheid en professionele expertise. Er is slechts één origineel Micklem ontwerp en één Rambo® Micklem® hoofdstel... en die wordt gemaakt door Horseware®.”

William Micklem

Ontwikkelaar van de authentieke Rambo® Micklem®

William Micklem & zijn hele familie gebruiken het Micklem hoofdstel

**Comfortabeler & vriendelijker**

Verlicht de druk en het ongemak bij de gevoelige delen van het hoofd, reduceert pijn en gevoelloosheid en geeft elke ruiters een vriendelijkere optie.

GEZIEN BIJ DE STERREN...

William Fox-Pitt

International eventingruiter, drievoudig winnaar Olympische medaille

Michel Hendrix

Internationaal springruiter

Andrew Bourns

Internationaal springruiter

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**FEI-goedgekeurd**

Rambo Micklem Diamante wedstrijdhoofdstel €199,95

**FEI-goedgekeurd**

Rambo Micklem Deluxe wedstrijdhoofdstel €189,95

Engels leer

Om jou & je paard superieure kwaliteit & comfort te bieden hebben we een model in Engels leer toegevoegd aan onze collectie. Alleen verkrijgbaar als Rambo Micklem Diamante wedstrijdhoofdstel & Rambo Micklem Deluxe wedstrijdhoofdstel.

**FEI-goedgekeurd**

Rambo Micklem Original wedstrijdhoofdstel €169,95

Rambo Micklem Multibridle €199,95

1. De neusriem ligt hoger om druk op de kwetsbare neusbotjes te voorkomen. Het onderste riempje heeft een vergelijkbare functie als een gecombineerde neusriem.

2. Neusriem voorkomt druk op de motorische en sensorische zenuwen, waardoor pijn en gevoelloosheid in het onderste gedeelte van het hoofd voorkomen wordt.



3. Een breed, voorgevormd en gevoerd kopstuk zonder losse en oncomfortabele neusriem verspreidt de druk gelijkmatig over de kruin.

4. De gevormde bakstukken vormen zich comfortabel over de uitstekende jukbeenderen en voorkomen onnodige druk.

5. De neusriem en de onderste riempjes laten de uitstekende kiezen vrij, waardoor het gevoelige weefsel in de mond niet beschadigd wordt.

Peter Thomsen

Horseware's Barney – Winnaar Olympisch goud Londen 2012

Mild bitloos

Medium bitloos

Sterk bitloos

\*

**Verbeterd de doorbloeding**

**Stimuleert de stofwisseling**

**Verhoogt de zuurstoftoevoer aan cellen en weefsels**

**Versterkt het immuunsysteem**

**Herstelt de pH-balans**

**Verlaagt de bloeddruk**

Rambo Iconic Hondendeken

**€37,95 - €66,95**

Vergeet je beste vriend niet! Die zal onze Rambo Iconic Hondendeken geweldig vinden.

HET PERFECTE CADEAU

Kijk op pagina 63

Ook verkrijgbaar voor mensen in 6 verschillende producten.

**€15,95 €19,95 ←** Perfect om je spieren en gewrichten op te warmen voor de training.

RAMBO IONIC® FLEECEDEKEN **€146,95**

RAMBO IONIC® LINER **€167,95**

RAMBO IONIC® STALDEKEN **€219,95**

RAMBO IONIC® ZOMERDEKEN<sup>20</sup> **€179,95 - €205,00**

## **Scott Brash**

### **'s Wereld #1 Springruiter**

“Wij gebruiken de Rambo Ionic staldeken en zomerdeken dag en nacht op twee van onze beste paarden. Ze voelen ontspannen en vrijer in hun beweging en wij denken dat het door Rambo Ionic komt.”

## Tip

De Ionic zomerdeken kan ook als transportdeken gebruikt worden om je paard tijdens het reizen te laten ontspannen.

## **Bevordert ontspanning & welzijn**

Rambo Ionic maakt gebruik van toermalijn, wat negatieve ionen afgeeft en de watersamenstelling in het lichaam van het paard verandert. Deze verandering verbetert de bloedcirculatie in belangrijke lichaamsdelen en optimaliseert de zuurstoftoevoer in de spieren om zo afvalstoffen beter weg te voeren.

Rambo Ionic® Stalbeschermers **€104,95**

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<sup>20</sup> A “stable sheet” is a lighter version of a stable rug and used during the warmer months or during transport. In Dutch-speaking countries the term *zomerdeken* is used.

De Rambo Ionic Stalbeschermers zijn makkelijk in gebruik en zeer geschikt om te voorkomen dat de paardenbenen vol met vocht lopen op stal.

•

### **Mary Walker**

“De Ice Vibes zijn een **musthave** in mijn training. Het is **absoluut een fantastisch product**; zo gauw als Latte klaar is met zijn run haal ik zijn peesbeschermers eraf en doe ik de Ice Vibes om. Het feit dat hij rustig kan blijven staan en ik zijn stal kan klaarmaken terwijl zijn benen goed afkoelen en de **allerbeste verzorging** krijgen, geeft mij rust.”

Mary Walker, Wereldkampioen Barrelracing<sup>21</sup>

Ice-vibe boot **€235**

Verbeterde icepack **€23,95**

Ice-vibe kniewrap<sup>22</sup> **€199,95**

Ice-vibe spronggewrichtwrap **€199,95**

Gevormde gelpack maakt het aanbrengen makkelijker.

Tip

Als je onderweg bent, kun je tot vier paar Ice-Vibe Cold Packs koel houden in de Ice-Vibe Cool Pack.  
**€21,95**

Tip

“Laat de benen opwarmen door middel van de trillingen vóór de training en laat ze afkoelen door middel van de coldpacks en de trillingen voor een optimale beenverzorging.”

Shawn Flarida

---

<sup>21</sup> Barrel racing is a typical term bound to a specific culture. Barrel racing was founded in America and is most popular in that country. Although it has spread to Europe, it is not yet established enough for all the accompanying terminology to have Dutch equivalents. When discussing this sport in the Netherlands, the original terminology is used and that is why I have retained this English term.

<sup>22</sup> I chose to maintain the term “wrap” because I could not find a suitable Dutch equivalent.

## Vijfvoudig Gouden medaillewinnaar WEG Reining

### Prijswinnaar

#### De ontwerper aan het woord

'Ice-Vibe® is ontworpen om ruiters en eigenaren een alternatief product aan te bieden dat helpt om beschadigingen te herstellen en blessures te voorkomen in de benen van hun paarden. Een drugsvrij en niet-invasief product waren voor mij was de belangrijkste eisen tijdens het ontwerpen. We besteden zoveel tijd aan het verzorgen van hun benen in de nacht na een wedstrijd, maar vergeten dan de verzorging gedurende de week. Het is ontzettend belangrijk om de schade te herstellen tussen de wedstrijden door zodat er geen problemen kunnen ontstaan.'

Louisa Williams

#### Ontwikkelaar van de Ice-Vibe Circulation therapy boots

"Ik ben overtuigd van de werking van de **Ice-Vibe boots**. Wij gebruiken ze elke dag, zowel op stal als op wedstrijd. Eindelijk is er een product dat **ontstekingen vermindert** en het **herstelproces** verbetert."

Michael Jung, Tweevoudig winnaar Olympisch Goud, International eventingruiter

\*

### CONTACT

### CONTACT

Als u vragen heeft, kunt u contact met ons opnemen. Let op: onze klantenservice reageert in het Engels<sup>23</sup>.

### Dundalk

Horseware Products Ltd

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<sup>23</sup> I have added this information for Dutch-speaking readers to ensure that they understand that they must be able to converse in English if they wish to contact Horseware directly.

Finnabair Business Park

Dundalk

Co Louth

Ireland

**T:** 353<sup>24</sup> 42 9389000

**F:** 353 42 9337671

**E:** [info@horseware.com](mailto:info@horseware.com)

**Kinston**

Horseware Products Ltd

**Verzendadres**

1350 Cunningham Road,

Kinston, NC 28501

**Mailadres**

PO Box 1047,

Kinston, NC 28503

**T:** 1 800 887 6688

**F:** 1 877 329 4982

**E:** [info.usa@horseware.com](mailto:info.usa@horseware.com)

Bedrijfsregistratie-nummer: 107321; Registratiekantoor: Dundalk, Ierland; BTW-nummer: IE  
4640864/R

---

<sup>24</sup> Here I have removed the commas around the Irish country code because it is highly likely that the Dutch-speaking reader is reading this in another country than Ireland and therefore will have to dial the country code anyway.

## **VRAGEN**

### **Hoe was ik mijn Horseware deken?**

Wij raden aan om het wassen van dekens over te laten aan een professionele dekenwasserij. Dekens moeten als volgt worden gewassen:

1. Verwijder voorzichtig het overtollige vuil.
2. Was op 30 graden met een geschikt wasmiddel. Wij raden Rambo Rug Wash aan, wat op al onze dekens gebruikt kan worden. Gebruik geen sterk wasmiddel<sup>25</sup> aangezien deze de waterdichte coating zal aantasten.
3. Laat dekens hangend drogen en stop ze nooit in de wasdroger.
4. Bewaar dekens altijd op een koele, droge plaats. U kunt de tas waarin de deken geleverd werd bewaren voor opslag.

### **Wat valt er onder mijn Rambo garantie?**

Wij hebben zo'n groot vertrouwen in onze Aquatrans™-technologie dat wij garanderen dat uw Rambo deken minimaal 3 jaar waterdicht en ademend blijft. Controleer de Rambo garantiekaart voor de algemene voorwaarden.

### **Wat moet ik doen bij een gebrekkig product?**

Als u denkt een gebrekkig product te hebben gekocht, dient u het terug te brengen naar het verkooppunt waar u het product heeft gekocht, aangezien hier de koopovereenkomst tot stand is gekomen. Zij zullen het product inspecteren en advies geven. Soms moet een product door Horseware getest worden; mocht dit nodig zal het verkooppunt dit regelen. Dit beleid is ook van toepassing als het product online of op een evenement gekocht is.

Verenigd Koninkrijk /Europa: Let op, volgens de BETA richtlijnen<sup>26</sup> opgesteld in Ierland moeten alle producten die terug worden gestuurd voor inspectie schoon en droog zijn.

---

<sup>25</sup> "Biological washing agent" is a common British term referring to washing agents that contain so-called enzymes, as opposed to washing agents that do not, known as non-bio washing agents. In the Netherlands this divide in washing agents is less common, as most contain these enzymes as per standard. Therefore I have chosen for a less explicit translation.

<sup>26</sup> Although there is no exact information to be found on the act, I assume that the "Health and Safety at Work Act, 1972" is part of Irish law and therefore cannot simply be translated into Dutch. Therefore I have chosen to leave out the exact reference and instead simply refer to the guidelines.

### **Waar is het dichtstbijzijnde verkooppunt?**

U kunt het dichtstbijzijnde verkooppunt vinden door bovenaan de website op de 'Waar te koop' pagina te klikken.

## Works cited

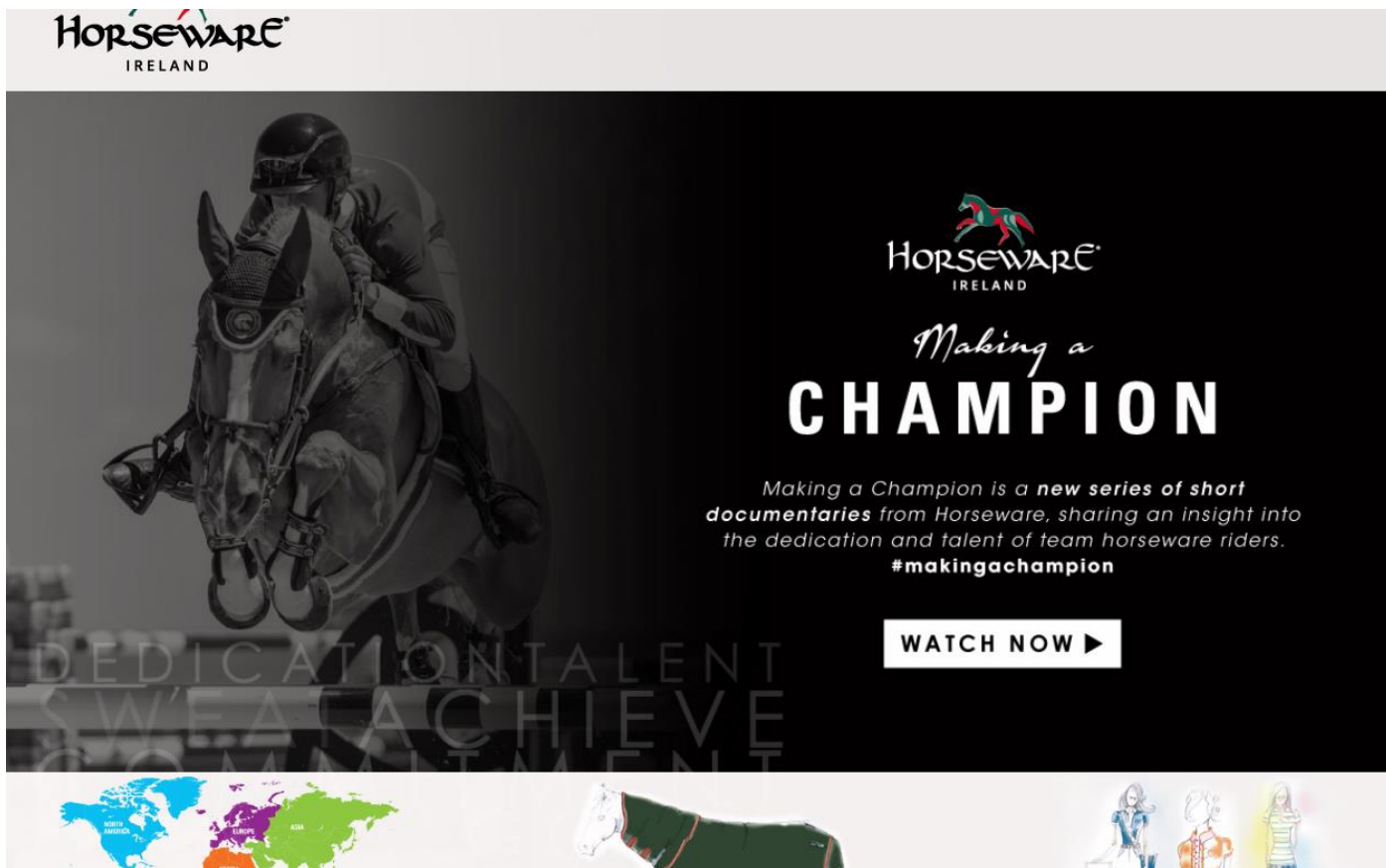
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## APPENDIX 1: Source Text

- [Home page:](#)



- [Our Story page:](#)

### The Horseware Story

**Horseware started with a small team, in Dundalk, Ireland in 1985.** After months of research and hand-stitching the prototype of the now iconic Rambo Original was born, setting the standard for modern rug design. Since then we have grown to become the world's most trusted producer of horse rugs.

**Founded by Tom and Carol MacGuinness,** their determination to produce a rug that didn't leak, didn't make the horse sweat and didn't slip led to the creation of the first fully waterproof and breathable turnout that really worked.

**Today, our Rambo range is still made in the same town in Ireland under Tom's watchful eye and with the same attention to detail and high quality material** that we prided ourselves on in 1985. We are constantly striving to produce the best we can and have grown into a leading manufacturer of

clothing for horses and riders. **We never stop evolving; we're always seeking out untrodden paths, pushing boundaries and finding new challenges.**

We believe that because we create, we innovate. And through innovation we aim to make a difference to the lives of you and your horses.

## **OUR PEOPLE**

**Horseware is proud to have over 120 people employed in Dundalk** where we have our sales, marketing and financial headquarters, our factory and our European warehousing.

**With almost 40 staff employed in our Kinston office in North Carolina, and 250 people in our factories in China and Cambodia,** we are truly a global company.

## **DID YOU KNOW**

**We make enough rugs every day to cover a football pitch,** which is enough to cover roughly 300 football pitches every year.

**Our rugs are tested for at least one year before they hit the shelves,** and in many cases they're in testing for up to three years.

**Black and navy are our most popular rug colours.** Our least popular colour was pewter and lime green. Not to everybody's taste perhaps.

**Our rugs are tested on at least 20 horses before they launch,** from tiny ponies to huge Irish Draughts, with all sorts of breeds, sizes and shapes in between, to ensure the perfect fit for your horse.

**We keep a Rambo rug on the roof of our factory in Ireland,** just for luck. (And to test the waterproofing!)






**Our Rambo rugs are made from ballistic nylon,** a fabric that was first developed for flak jackets to be worn by World War II airmen.


## **ENVIRONMENTAL STATEMENT**

**We're committed to protecting the environment,** so to help keep our world beautiful we get 100% of our energy requirements for our Irish factory from renewable Irish wind power.

**Last year, we saved the equivalent of 5,833 trees by using renewable energy.**

- Product pages:

-  Waterproof
-  Breathable
-  V-front Closure
-  Secure Surcingles
-  Leg Arches



## RAMBO® ALL-IN-ONE

WHERE TO BUY

SIZE GUIDE

**RUG SIZE: 5'6 - 7'3 (115cm - 165cm)**

**A seamless Rambo all-in-one design for maximum security, comfort and protection.**

**Fabric**

- Strongest most durable turnout material on the market. 1000D Ballistic Nylon waterproof and breathable outer.
- Anti-static and anti-bacterial lining, with thermobonded fibrefill.

**Features**

- Fully integrated neck design with V-front closure to give freedom of movement to graze.
- Leg arches, reflective strips, wipe clean tail cord, three secure cross surcingles and shine enhancing polyester lining.
- Thermobonded fibrefill for superior and long lasting heat retention.
- Fully integrated neck offering one weight from ears to tail and no seams protects the horse from rubbing.

COLOURS
ACCESSORIES
TECHNOLOGY
GUARANTEE

**RAMBO ALL-IN-ONE HEAVY 400G**  
 Rug colour: Burgundy  
 Biding colour: Duck Egg  
 Piping colour: Black






**Reviews (0)**


**Reviews**

There are no reviews yet.

**Be the first to review "Rambo® All-In-One"**

Name \*

-  Barrier Technology
-  Waterproof
-  Breathable
-  Liner System
-  Leg Arches



## RHINO® ORIGINAL

★★★★★

WHERE TO BUY

SIZE GUIDE

**RUG SIZE: 5'6 - 7'3 (115cm - 165cm)**

**The Rhino® Original, still going strong.**

**Fabric**

- Unique barrier technology has a 1000D polypropylene outer which protects the waterproof and breathable barrier layer underneath.
- Polypropylene is a stronger alternative to the widely used polyester turnout material.
- Rhino Original comes with anti-static, anti-bacterial polyester lining and thermobonded fibrefill.

**Features**

- Classic original cut with double front closures.
- Leg arches, reflective strips, hood and liner loops, cross surcingles and shine enhancing polyester lining.
- Thermobonded fibrefill for superior and long lasting heat retention.
- Hood available separately.

COLOURS
ACCESSORIES
TECHNOLOGY



IRELAND



## RAMBO FLY BUSTER VAMOOSE



WHERE TO BUY

SIZE GUIDE

RUG SIZE: 5'0 - 7'3 (100cm - 165cm)

**Dual effectiveness: The most powerful and long lasting defence against flies.**

**Treated**

- Treated with our Vamoose technology.

**Fabric**

- Made from unique patented, durable fabric that is super soft, comfortable whilst offering UV protection. Built to last for many seasons.

**Features**

- Supersized tail flap, leg arches, belly protection, V-front closure, shoulder and mane lining, three straight surcingles and removable neck cover.

COLOURS    TECHNOLOGY

**RAMBO FLY BUSTER VAMOOSE NO FILL**

Rug colour: Oatmeal/Black  
 Biding colour: White  
 Piping colour: White



## AMIGO THREE-IN-ONE VAMOOSE



WHERE TO BUY

SIZE GUIDE

RUG SIZE: 5'0 - 7'3 (100cm - 165cm)

**The ultimate summer defense: Waterproof turnout and fly sheet in one, with UV protection**

**Treated**

- Net section is treated with our Vamoose technology.

**Fabric**

- Waterproof and breathable 600D polyester top section, polyester net sides.

**Features**

- The perfect rug for changeable weather, acting as a turnout and fly sheet in one, with the added bonus UV protection. Seamless design, providing a waterproof top section to prevent your horse getting wet during summer showers, yet shallow enough so your horse will not overheat. The deep net Vamoose treated sides allow for maximum airflow and breathability, with added fly protection section and shoulders. Integrated neck cover, extra long tail flap, double front closure, leg arches, three straight surcingles for extra belly protection, and fillet string.

COLOURS    ACCESSORIES    TECHNOLOGY



Breathable



Leg Arches



## RAMBO AIRMAX COOLER



WHERE TO BUY

SIZE GUIDE

RUG SIZE: 5'0 - 7'3 (100cm -165cm)

Super light, super effective.

### Fabric

- Polyester airmesh.

### Features

- Classic cut cooler, the airmesh fabric has a soft absorbent inner to wick moisture, whilst the 3D construction keeps the horse warm in cold weather but allows to breath in hot weather. The smooth outer means it can be left on in the stable without attracting shavings or hay. It has detachable surcingles, double front closure and fillet string. Updated to feature a front leg arch for improved fit, and a smooth airmesh shoulder lining.

COLOURS

TECHNOLOGY



Pony



Breathable



Liner System



## HORSEWARE LINER

WHERE TO BUY

SIZE GUIDE

RUG SIZE: 5'6 - 7'3 (115cm -165cm)

PONY SIZE: 3'9 - 5'9 (75cm - 125cm)

Compatible with all liner system rugs where you see the liner system icon.

### Fabric

- Made with polyester outer and lining, with fibrefill.

### Features

- A simple system, Horseware® liners give your rug superior insulation properties without the need for 2 rugs.
- The liner attaches by Velcro loops to the neck area of the outer rug, and clips onto the back corners to prevent the liner from slipping.
- Liners can be easily washed in a domestic washing machine.

COLOURS

TECHNOLOGY



## RAMBO MICKLEM MULTIBRIDLE

WHERE TO BUY

This unique bridle has been designed to comfortably fit the shape of the horse's skull, avoiding pressure on sensitive areas. It can be used as a bridle, lunge cavesson or as a bitless bridle (with 2 strength options).

- (1) A Bridle (including integral noseband)
- (2) A Lunge Cavesson
- (3) A Bit-free Bridle

SIZE: PONY, SMALL HORSE, STANDARD HORSE, LARGE HORSE

Colour

- Brown
- Black

Reins to match Micklem Multi Bridle, brass fittings.



## ICE-VIBE® BOOT

WHERE TO BUY

SIZE: Full or Extra Full

### Fabric

- Neoprene outer, elasticated inner pockets, soft binding, Secure Velcro.

### Features

- Contoured to fit the lower leg. Ice-Vibe® boots can be used on both front and hind legs. Easy to use, first wrap the cold packs around the leg, then place the boots on top of them. Stretchy pockets allow for easy insertion or removal of panels, and secure Velcro fastenings prevent slipping. We've updated the look and feel of the Ice-Vibe® boots, now with a smooth outer to repel shavings and beaded gel packs for optimal performance and fit.

COLOURS

ACCESSORIES

TECHNOLOGY

## IONIC

**IONIC Therapy Technology by HORSEWARE** – Harnessing the benefits of negative ion therapy, the Rambo Ionic® Rug is lined with a ceramic screen print infused with Tourmaline Powder. Tourmaline, a naturally occurring crystal, releases negative ions that improve the hydration capacity of the blood by causing a change of the water in the horse's body. This change allows for improved circulation, aids increased delivery of oxygen & removal of toxins from the body. Ideal for use before exercise to prepare muscles for work & following work to help reduce lactic acid build up.

**The new generation of well-being in equine therapy.**

**This innovative technology is also available for humans in 6 different wraps.**

Showing all 6 results



Rambo Ionic® Boots



Rambo Ionic® Fleece



Rambo Ionic® Liner 100g



Rambo Ionic® Stable Rug



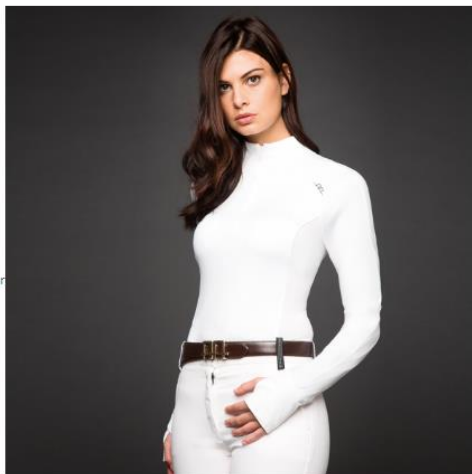
Machine Washable



Breathable



Wicking Fabric



## ANCONA COMPETITION TECHNICAL TOP

BUY NOW

SIZE GUIDE

Size: XS-XXL

### Features

- 91% Polyamide, 9% Spandex
- Wicking material
- Anti-bacterial treatment
- Insect Shield, UPF50 + UV rays
- Central zip closure
- Super cool and flattering design
- Machine Washable

[Check out the whole Alessandro Albanese collection](#)

COLOURS



## AMIGO FLEECE DOG RUG

WHERE TO BUY	SIZE GUIDE
	SIZE GUIDE

RUG SIZE: XXS - XXL

### Fabric

- Medium weight 300g anti-pilling fleece outer.

### Features

- Luxuriously soft fleece dog rug with an elegant and contoured fit. The fleece fabric has moisture management properties to improve the drying time of the coat. Features a high neck and comfortable collar for a stylish look. Easy release plastic buckle closure, adjustable belly strap and elasticated leg straps for added security.

COLOURS	TECHNOLOGY
COLOURS	TECHNOLOGY

- Brochure pages

Follow us on social media  
[@HORSEWARE](#)

## AUTUMN / WINTER 2016

Our Autumn/Winter 16 Collections are shaping up to be some of our best yet and we're excited to introduce our fantastic **new innovation** in our rug collections: the Horseware Disc Front Closure. This exciting new closure system is designed to ease the process of opening and closing of your horse's rug, and at the same time, keeping the rug secure while in use. It will roll out on some of our most loved rugs this season and in time, we believe it will become the new industry standard.

Horseware's HQ clothing designers are also excited to bring you the must haves for Autumn/Winter 2016. It's time to layer up with fabulous cosy clothing and accessories whilst looking street cool and on trend!

From fashion fantastic down jackets, to pretty perfect layering pieces, to fabulous fun accessories, everything is designed and authentically styled to our highest standards; always keeping in mind the need for practicality and comfort. So whether you are mucking out in the yard or spectating from the VIP stand, you always have the Horseware Style guarantee.

Autumn/Winter is shaping up to be another great season for Horseware and we hope you enjoy all we have to offer!

RUGS FOR LIFE SINCE 1985

WWW.HORSEWARE.COM | 03

RUGS FOR LIFE

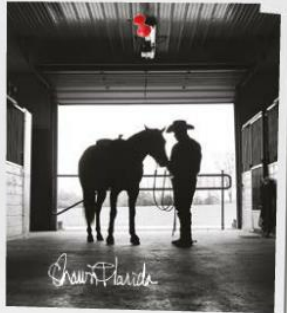




*Cian O'Connor*

"The minute I get on the horse I'm 100% positive. It's a special feeling, and that's what drives me forward."

Bertram Allen,  
FEI top 10 ranked rider,  
International Showjumper



*Shawn Florida*

RUGS FOR LIFE SINCE 1985

"My grandfather always told me, success is the result of hard work. It's not going to happen unless you make it happen."

Cian O'Connor,  
Olympic Bronze Medalist,  
International Showjumper



"Practice a lot, practice often and think about what you're doing. Think about how you're going to compete, how you're going to prepare. Practice is the most important thing."

Shawn Florida,  
5 Time WEG Gold Medalist,  
International Reiner

**Tip**

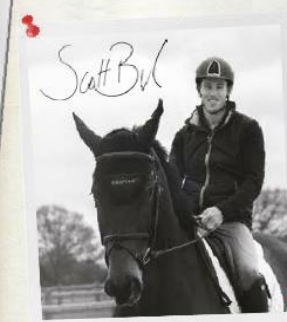
Share your stories of your horse of a lifetime with us on Facebook and Instagram using #makingachampion.



*Michael Jung*

"When I listen to my horses I begin to understand them. Then I know what I have to do, and I know yes: we can do it."

Michael Jung,  
Two time Olympic Gold Medalist,  
International Eventer



*Scott Brash*

## Making a CHAMPION

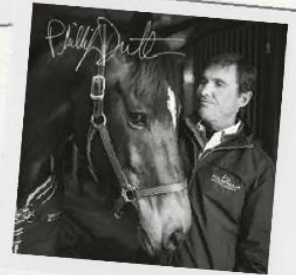
Visit [horseware.com/makingachampion](http://horseware.com/makingachampion) to watch our series of documentaries with some of the world's best riders.

"With the right team behind you, absolutely anything is possible."

Scott Brash,  
Rolex Grand Slam Winner, International Showjumper

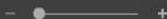
"You start out as a little kid and you dream about going to the Olympics and I can put my hand up and say that dreams do come true, because it happened for me. It's a great, great reward."

Philip Dutton  
Two time Olympic Gold Medalist,  
International Eventer



*Philip Dutton*

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5/68





Pin me on Pinterest!



€209.95



€99.95



Look out for our new Disc Front Closure on packaging

Now available in the Amigo Bravo

12 plus Turnout, 250g & the Rambo Helix Stable sheet.

RUGS FOR LIFE SINCE 1985

## The Horseware® Disc Closure System

The Horseware® Disc Closure System takes our V-Front closure to the next level, moving the goalposts in rug front closure design.

It is light, safe and easy to use and incorporates our four V-Front closure points in a lighter, more flexible design. The non-corrosive and streamlined design of the Horseware® Disc Closure System can be produced in a wide array of colours, and it can be closed with one hand, simplifying the chore of changing rugs.

The Horseware® V-Front closure is a more comfortable option for horses, and the cutting edge design of the Horseware® Disc further enhances the effectiveness of this innovative rug closure system.



Lightweight and flexible design avoids the wedging effect on flysheets or lightweight rugs.

Ergonomic design. Contoured curves complement the horse's shape and allows the neck to lower comfortably for grazing.

Classic V-Front design mimics the horse's shoulder movement. Plate is positioned comfortably on the horse's chest.

Tested in extreme climates of -35 C to 40 C. UV protected and designed to last.



Ease of use quick release system. Two straps and the rug release.

Non-corrosive material with maximum strength.

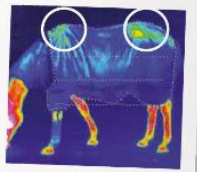
You can name or mark individual rugs.

Super strong polypropylene blends designed to withstand the weight of a horse.

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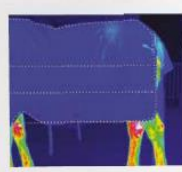


Heat loss indicated over back & hips.



Standard Turnout Rug

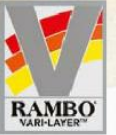
No heat loss. Heat trapped under Vari-Layer.



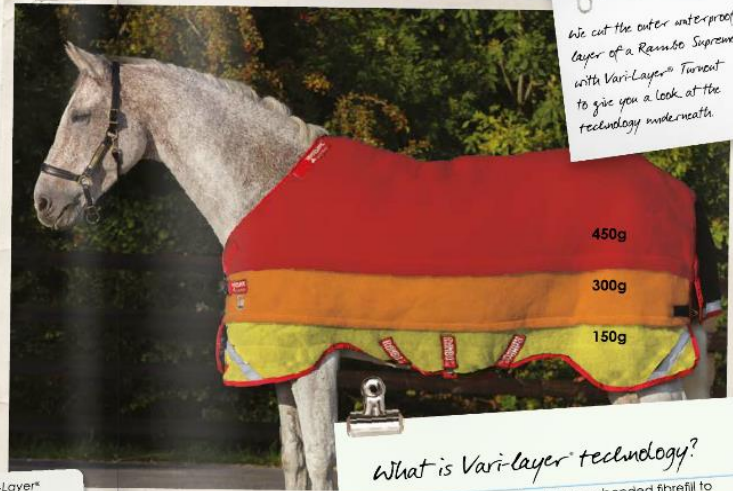
Vari-Layer® Rug

# Rambo Vari-Layer®

more warmth with less weight



We cut the outer water-proof layer of a Rambo Supreme with Vari-Layer® Turnout to give you a look at the technology underneath.



## Why is this good for me and my horse?

For the owner it means less physical weight to lift onto your horse's back and also means your horse is carrying less weight.

For horses that struggle with holding condition or older horses, this can be an invaluable tool to aid in keeping them warm and cosy even on the coldest of nights.

By layering the fibre on the sides, the rug can sit closer on the horse's body, trapping the warm air and allowing greater belly coverage underneath.

Our super breathable Aquatrans® technology used in our turnouts ensures that any moisture is released to the outer, keeping the horse comfortable.

The Vari-Layer Technology is available in the following rugs:

- Two turnout rugs
  - Rambo Supreme with Vari-Layer turnout
  - Rambo King with Vari-Layer turnout

- Two stable rugs
  - Rambo Stable Plus with Vari-Layer
  - Anigo Stable Vari-Layer Plus

And the Horseware Vari-Layer Liner, compatible with all liner systems rugs where you see the liner icon.



RUGS FOR LIFE SINCE 1985

"I use the Vari-Layer® stable and turnout rugs as it keeps my horses at optimum temperature and avoids excess weight on their backs. The Vari-Layer range are great quality products I can always rely upon."

**Peter Charles**  
International Show Jumper



Peter Charles

## What is Vari-layer technology?

Vari-layer® is the layering of thermobonded fibrefill to gain maximum heat retention without the heaviness of a standard fill - more warmth with less weight.

- Thermobonded fibrefill used in this system retains its loft over time even through washing which in turn helps your rug maintain optimal heat retention.



Our Vari-layer liners are perfect to add when you need some extra warmth in the winter.

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Our Rambo® turnouts come with a 3 year waterproof guarantee! \*\*\*\*\*



### Tip

If you have any small tears or nicks to repair, we recommend using our Rambo Turnout repair kit or our Rambo Stormsure glue, which effectively seals and waterproofs any small damage to your turnout.



DESIGNED FOR FREE SPIRITS SINCE 1985

# How do we make our turnouts so waterproof?



Look out for our waterproof icon on packaging.

## AQUATRANS® TECHNOLOGY EXPLAINED

This waterproof technology is one of the best on the market and ensures your horse stays dry and comfortable when wearing Rambo®, Rhino® and Amigo® turnouts.

The outer Hydrophobic layer is water loving and draws this water vapour through the fabric and away from the outer of the turnout. Therefore it repels the entry of any water through it coming from the enter.



The inner Hydrophilic layer is water loving and draws sweat away from the body.



DOWNLOAD OUR NEW APP NOW!



Can't decide which turnout is best for your horse? Our new Horseware® Turnout Guide takes the guess work out of choosing a rug.

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Rambo® Micklem® Deluxe Competition

BEST SELLING  
BRIDLE



FEI  
APPROVED

DESIGNED FOR FREE SPIRITS SINCE 1985

# RAMBO MICKLEM

"It's the small details that count. The length of each section of leather, the precise angles and the quality of the component parts. Something as small as a light pinch or a little extra pressure in the wrong place could create a large amount of unnecessary discomfort to your horse. We make sure we get the details just right, and we stand behind our Rambo® Micklem® bridle 100%. This means we guarantee each bridle will be right, and we guarantee that ours is the only bridle made to my precise specifications, and more than this: that Horeware® is the only company to have continuous involvement and professional expertise from myself. There's only one original Micklem design and one Rambo® Micklem® bridle...and it's made by Horeware®."

*William Micklem*  
Creator of the authentic Rambo® Micklem®



*William Micklem & his family  
all use the Micklem bridle*

## More comfortable, more humane

Relieves pressure and discomfort on the sensitive parts of the head, reducing pain and numbness and giving all riders a kinder option.

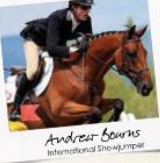
## AS SEEN ON STARS...



*William Fox-Pitt*  
World Equestrian Games™ Team Great Britain Olympic Medalist



*Michel Hendrix*  
International Showjumper



*Andrew Coombs*  
International Showjumper

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Rambo Micklem Diamante Competition Bridle €199.95



How does your horse like the Rambo Micklem Bridle? #theresonlyone



Rambo Micklem Deluxe Competition Bridle €189.95



We've added an English leather version to offer you & your horse superior quality & comfort. Only available in the Rambo Micklem Deluxe Competition Bridle & the Rambo Micklem Diamante Competition Bridle.

DESIGNED FOR FREE SPIRITS SINCE 1985



Rambo Micklem Original Competition Bridle €169.95



Rambo Micklem MultiBridle €199.95



1. Noseband works pressure on the motor and sensory areas sitting at their point, reducing discomfort and numbness on the lower areas of the head.  
2. The noseband sits higher avoiding pressure on the fragile nose bones. The bottom basic strap gives water functionality to a flash noseband.



5. The noseband and basic straps avoid the protruding upper teeth, so sensitive tissue inside the mouth is not damaged.

4. The shaped cheekpiece fits comfortably around the protruding cheekbones, avoiding unnecessary pressure.

3. A shaped, widened and padded headpiece with no separate nosebands. The pressure evenly over a wide area of the poll.

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- Encourages circulation ✓
- Stimulates metabolism ✓
- Increased oxygen delivery to cells and tissue ✓
- Strengthens the immune system ✓
- Restores pH balance ✓
- Reduces blood pressure ✓



**Scott Grady**  
World #1 Show Jumper  
"We use the Rambo Ionic Stable rug and sheet on two of our top horses all day and night in the stables. They feel relaxed and freer when exercising and we put it down to Rambo Ionic."

Promotes calmness & wellbeing

**RAMBO IONIC**



Using specialised tourmaline infused fabric to release negative ions, Rambo Ionic causes a change in water in your horse's body, allowing increased blood flow and circulation in key areas and bringing increased levels of oxygen to muscle to help clear toxins from the body.



Rambo Ionic Dog Rug  
€37.95-€66.95



Don't forget about your best friend! They will love our Rambo Ionic Dog Rug.

THE PERFECT GIFT!  
See page 60



€15.95



€19.95

Also available for humans in 6 different wraps.

Great for warming up your muscles and joints before riding.



€146.95



€167.95

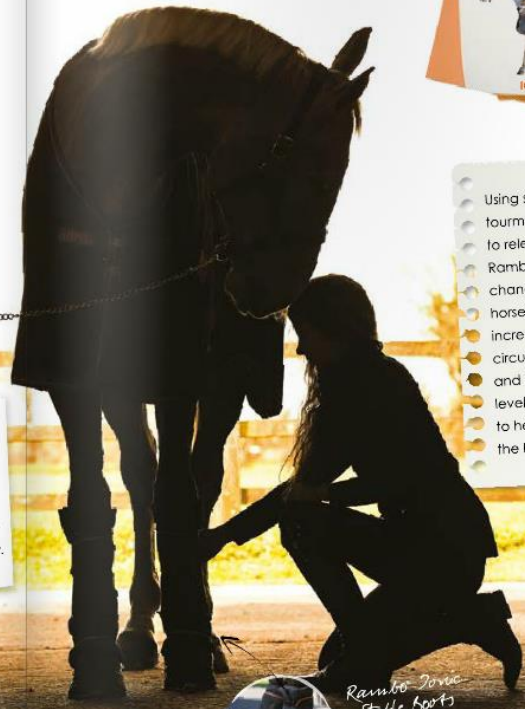


€219.95



€179.95-€205.00

**Tip**  
The Ionic Stable Sheet records as a travel sheet keeping your horse relaxed while travelling.

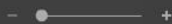


Rambo Ionic Stable Boots

The easy to use Rambo Ionic Stable Boots are perfect to help keep horse's leg from stocking up while in the stable.

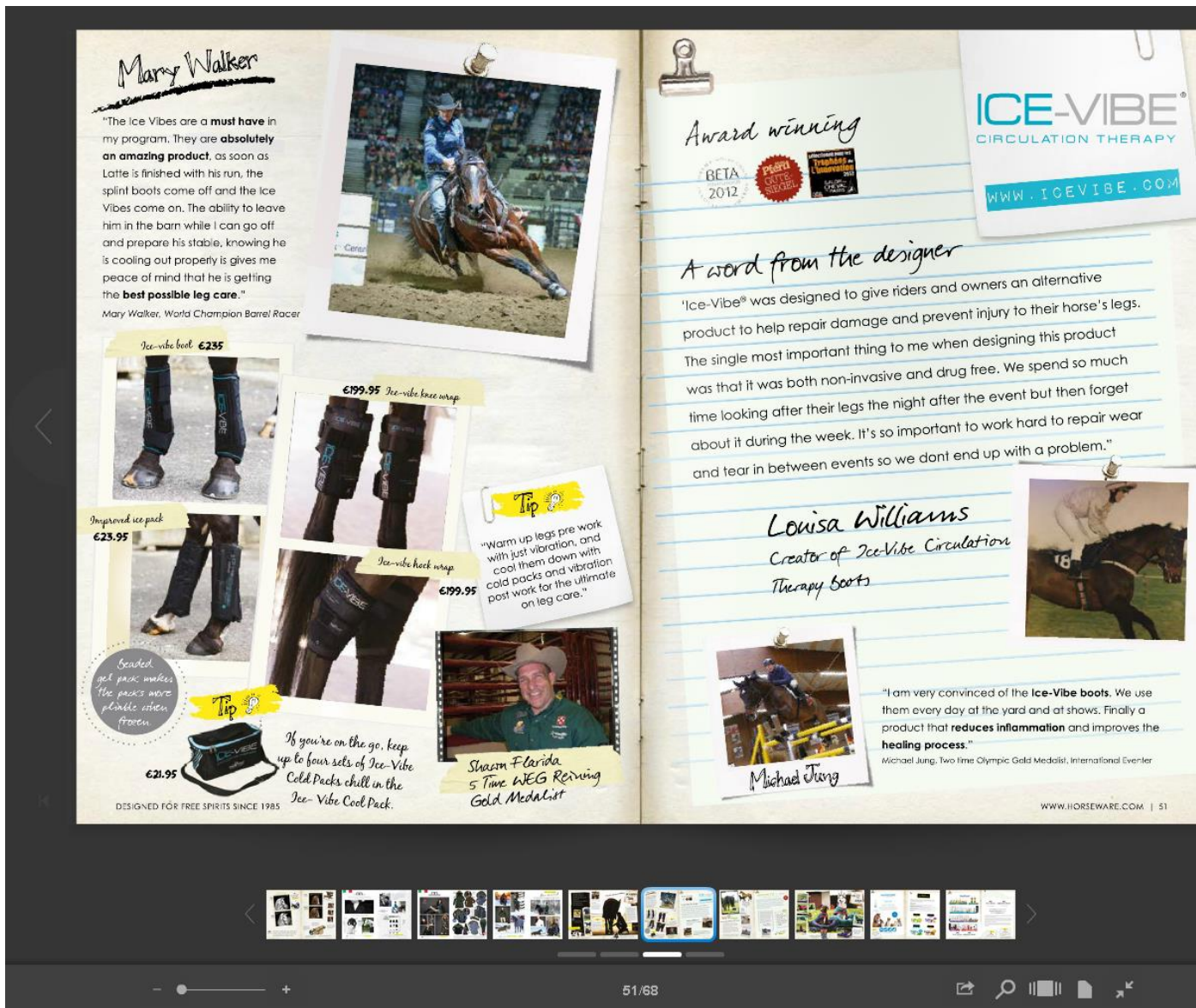
€104.95

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- [Contact page:](#)

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## **FREQUENTLY ASKED QUESTIONS**

### **How do I wash my Horseware rug?**

We recommend you use a professional rug cleaning service. Rugs should be washed as follows:

1. Remove excess dirt gently.
2. Wash in a suitable solution at 30 degrees. We recommend using Rambo Rug Wash which can be used on any of our rugs. Do not use a strong biological washing agent as this will destroy the waterproof coating.

3. Drip dry, never tumble dry.

4. Always store your rug in a cool dry place, you can keep the bag your rug comes in for handy storage.

**What does my Rambo guarantee cover?**

We have such faith in our Aquatrans™ technology that we have guaranteed your Rambo rug will remain waterproof and breathable for a minimum of 3 years, see your Rambo guarantee card for terms and conditions.

**What should I do if I have a faulty product?**

If you feel you have a faulty product, you must return it to the retailer from where it was purchased, as this is where your legal contract of sale lies. They will then inspect the product and advise you of the outcome. Sometimes a product needs to come back to Horseware for testing, if this is necessary the retailer will arrange this with us on your behalf. If you purchased your product online or at a show, the same policy applies.

UK/Europe: Please note, as per the BETA guidelines, all products being returned to the retailers for inspection must be clean and dry as per the Health and Safety at Work Act, 1972

**Where is my nearest stockist?**

You can find your nearest retailer in the Where to Buy section at the top of this website.