

Corporate identity across languages

A praxis-oriented approach to translating technical and marketing language in corporate brochures

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1. Introduction

“Any self-respecting company has a company brochure.”
(Van der Spek, 2000, p.5, my translation).

Company brochures, also known as corporate brochures (CBs), can serve many purposes and contain numerous types of information. They also come in various shapes and sizes. As illustrated by the above quote, with which Van der Spek (2000) starts his description of what a CB is or can be and what it should look like, CBs form an important part of a company’s marketing strategy. Still, within the large number of studies on the various aspects of the marketing process, CBs only seem to play a minor role, quite often without even as much as a mention (Osman, 2008).

Similarly, these brochures have largely been overlooked within the field of translation studies. While a lot of research has been conducted into the translation of marketing and advertising texts, specific studies on CBs and the translation thereof are extremely rare. This thesis is intended to make a start in filling this gap in the literature by focusing on the issues that arise when translating CBs, especially those which also involve a certain degree of technical language and content. In order to do so, an attempt will be made to answer the following research question: *Which translation problems do corporate brochures pose and what are the possible, desirable and realistic ways for translators to deal with these problems?*

Of course, many aspects of general theory on the translation of marketing texts are applicable to CBs as well, and they might very well show similarities with for example the company website in both content and visual style. It should be noted, however, that CBs take up a rather unique place in the marketing process. It is therefore worthwhile to examine what the typical characteristics of CBs are and to what extent and in what way research on marketing translation is applicable to this text genre. A short survey will also be conducted amongst translation agencies regarding the most important aspects for translating marketing texts, and in particular CBs, so theoretical findings can be applied in a praxis-oriented approach to translating CBs. Another important focus for this thesis will be the delicate balance between marketing and technical language in CBs, a combination that provides interesting issues for translation and which needs to be approached from a perspective of both marketing and technical translation theory.

The combination of the literature study and the survey will then be used for the actual translation of two CBs from English into Dutch, so that the translation problems that this text type poses and the strategies that can be used to deal with those problems will be illustrated. Using CBs from two British companies – ActionPlas and Equipserv – and translating these into Dutch will also offer valuable insight into the translation of marketing texts within this specific language combination, a combination that has not received a lot of attention so far in this area of research.

In order to answer the research question and to make well-informed decisions in translating the two CBs, it is important to start by defining what CBs actually are. That will be the main focus of section 2 of this thesis. In this section, the place CBs take up in the field of marketing will be discussed. It also serves to identify the purpose and the main characteristics of CBs and the way in which in some cases, and specifically in the cases of the two CBs selected for this thesis, technical language and terminology are used in what is essentially a marketing text. The use of visual elements will be discussed as well. To

complement research on this topic, which is quite rare, information on the characteristics and purposes of CBs will also be gained from for example advertising agency websites.

Section 3 will consist of a study of the relevant literature concerning the translation of marketing and advertising texts. The most important aspects of marketing language will be identified in order to be able to pinpoint the issues that arise for translation. These include aspects like persuasive language, cultural elements, and restraints caused by for example visual elements and predetermined space within the brochure layout.

In section 4, the literature study will continue with an examination of the various aspects of technical texts relevant for translation. In order to decide on the desirable strategies for translating CBs in general and to make well-informed choices in the actual translations in this thesis, it is necessary to assess the role of technical language in these brochures as well. After reviewing previous research on technical language and the translation thereof, it will be possible to combine the possible strategies for technical translation with those for marketing translation and come up with the ideal situation for translating CBs.

Section 5 will then outline the contents and findings of the survey conducted amongst translators and translation agencies. Translation problems encountered in CBs will be put in a praxis-oriented perspective by combining findings from the literature with the survey outcomes. This way, a realistic framework will be created for the case studies.

Next, in section 6 the focus of this thesis will shift from secondary literature to the two CBs that have been selected for translation as case studies. This section will consist of an analysis of the two source texts. It will start with some background information on the two companies, ActionPlas and Equipserv. Next, a translation brief will be formulated in order to make sure there is a clear basis for translational choices. Translation problems posed by the two source texts will be identified and categorised, and the most desirable strategies and solutions for dealing with these problems within the framework provided in the previous section will be argued.

This thesis will end with a conclusion, in which the research question will be answered by pinpointing the most important aspects for a praxis-oriented approach to translating CBs. The translations and the source texts of the two CBs used for the case studies can be found in appendix 1 and 2 at the end of this thesis, while appendix 3 contains the full answers to the survey questions.

2. Corporate Brochures

Before moving on to the issues that arise for the translation of CBs, it is necessary to define this genre of text. In this section, the purpose and main characteristics of CBs will be outlined, including what makes it a unique text type. The two CBs selected for translation in this thesis will also be positioned in relation to these findings, and already some important aspects for translation will be pinpointed.

In previous research on CBs, two useful definitions can be found. The first is drawn up by Gelchsheimer (1991, quoted in and translated by Nielsen, 2001, p.216):

A company brochure [is] a brochure which provides information about a company's line of business, size, products, history, employees, premises, location, etc. It represents image advertising and can be construed as a component of marketing.

The second definition is from Osman (2008, p.60):

A brochure is a printed document of six or more pages, used to introduce an organization, published only once and distributed to special publics for a single purpose.

These two definitions have a different focus, but both mention some important aspects of CBs. The first one mainly describes the contents of CBs, while also pointing out that they form a part of the marketing process. The second one also incorporates form, purpose and audience, but remains deliberately vague. When combined and elaborated on, the two definitions provide an accurate image of CBs.

Firstly, CBs take up a specific place within the marketing process. They are printed documents that contain a lot of information on a company and are larger – and more expensive – than for example flyers. CBs are therefore only distributed to a specifically targeted audience of customers and potential customers (Van der Spek, 2000; Anderberg, 2015). They can be handed out or sent to individuals or companies that have already expressed interest in the company and its products. In contrast to flyers and many other forms of marketing, CBs are a form of permanent promotion, which means new ones are printed once every few years at most and they are designed to be used for a longer period of time (Van der Spek, 2000).

This function is in line with the purpose of CBs as identified in research on this text type. In his genre analysis, Askehave (1998) finds that all aspects of CBs, including language and use in a cultural context, are designed to present a company as a competent business partner. This is done by construing all elements of the brochure in such a way that the company is distinguished from its competitors, rather than just promoting its own products and services, as Nielsen (2001), who views CBs as a PR instrument eventually aimed at increasing profits, also argues. Both Osman (2008) and Askehave (1998) state that CBs are aimed at building long-lasting relationships, and Osman links this to three communicative functions: informing, portraying a corporate image and promoting the organisation.

In other words, CBs are both informative and promotional documents. The informative function is obvious from the content, which usually includes elements like company background, products (Osman, 2008), mission, structure, personnel (Van der Spek, 2000), scope of operations, industries (EJW Associates, 2013), etc. It informs its readers

about a specific company. The promotional element, however, might be even more important. Askehave (1998) shows how this is often hidden in the language used for seemingly informative bits of text. Sometimes this is quite obvious, for example by using the words *outstanding* and *excellent* in “(...) Actionplas offer an outstanding service encompassing competitive pricing and excellent lead times” in the Actionplas CB, or by addressing the audience directly (Nielsen, 2001). However, it can also be more subtle, by using many words in the semantic field of certain partnership qualities and relating all information on the company to these qualities, like innovation or experience (Askehave, 1998).

There are still some other characteristics that are typically present in CBs. Nielsen (2001) draws up a genre profile, which contains – besides some of the aspects already mentioned – typical CB elements like an average size of 14-19 pages and the frequent use of pictures and images. Size can obviously differ from the average, but is at least six (Osman, 2008) or perhaps eight (Van der Spek, 2000) pages. Images are extremely important in CBs, and should be relatable to the portrayed company image and the nearby text (Van der Spek, 2000). Van der Spek (2000) also identifies writing from the readers’ perspective, use of catchy headers and text boxes, presenting accomplishments as facts in a non-bragging way, and appealing directly to readers as important aspects of CBs.

Nielsen (2001) shows that technical language can also be an important feature of CBs. He examines CBs from various Danish and German breweries and finds that mainly in the section explaining the production process, these CBs show a high concentration of language specific to this field. This makes sense, as CBs target an audience that is already interested in the brand and can be assumed to have a certain amount of knowledge on the subject. Therefore, technical terminology can be used in the sections specifically explaining products, services or processes without the need to explain every term or phrase. Nielsen argues that explanations or simplified terminology and language might even be counterproductive, as it could make the knowledgeable reader feel belittled or underestimated. The more general sections, however, are usually clear and understandable for all potential customers, not only the ones with technical knowledge.

Now that it is clear what the main characteristics of CBs are, it is appropriate to determine whether the two CBs selected for translation in this thesis do indeed show these characteristics. The two brochures have a different structure, with Actionplas starting with the company background, while Equipserv starts by explaining how they play into current issues, before both moving on to aspects like their products and scope of operations. Both CBs, however, cover most of the important themes mentioned in the literature. The same goes for linguistic characteristics and imagery. Equipserv promotes itself rather directly – perhaps failing to adopt the readers’ perspective Van der Spek (2000) promotes – and uses pictures of employees to support this. Actionplas uses a somewhat more indirect approach by addressing the reader and focusing on what the company can do for them. They mainly use images to visually show products and branches relevant to them. Both CBs make use of technical terminology, mainly in the sections on their products. Chapter 5 contains a more in-depth analysis of the two CBs, but it should be clear that, while different in several respects, they both form useful representations of the text genre of CBs.

This chapter has outlined the unique text genre of the corporate brochure and its main features. While many of these features are important aspects of any CB, the uniqueness of the text type lies mainly in its place in the marketing process. It is a permanent document that specifically targets potential customers that have already

expressed interest in the company. For this reason, a translator of CBs might need to use different strategies and solutions than he would for the company website, for example, even though websites and CBs often show a lot of overlap – as is the case for both Actionplas and Equipserv. In order to determine these strategies, the next two chapters will deal with the relevant aspects of the translation of marketing and technical texts, respectively.

3. Translating marketing texts

In the previous section, it has been determined that CBs contain a combination of technical and marketing language, and that they aim to distinguish a company from its competitors and create long-lasting relationships with its customers. This raises the question which issues will arise when CBs need to be translated. In order to answer that question, this section will deal with the concept of marketing language, localisation and culture, the role of visual elements and the effect of spatial constraints.

3.1 Marketing language

For a translator to be able to translate a marketing text into a different language, it is necessary to understand the concept of marketing language and the careful thought that might have gone into the wording of the document to be translated. If he/she lacks this understanding, the translator will not be able to pinpoint the important aspects of the text, the underlying message, and the effect it aims to have on its readers. Moreover, without this understanding, it is impossible to recreate an effective marketing text in the target language, since the target text needs to be constructed with the same goals and strategies in mind.

Nowadays, marketing is often not directly about selling a certain product, but aims first and foremost to earn customers' respect (Maroto Ortiz-Sotomayor, 2007). As has become clear in the previous section, this is specifically the purpose of CBs as well, even more so than for advertisements or other marketing texts, which also serve to draw attention to the brand. With CBs, the attention is already there, and all that is left to do is persuade the audience by forging a connection between them and the brand.

Lerman, Morais and Luna (2017) provide an extensive analysis of how language is used for this purpose of *branding*, as it is called. This term is quite accurate, as it shows that marketing is not about products, but rather about brands, and therefore includes promises, service, associations, values and, most importantly, an emotional connection. These are all invoked through purposeful use of language, obviously combined with for example visual aspects. It can be said that "[a] brand essence embodies to consumers what a brand stands for in a figurative sense; it answers emotional needs, enters into consumers' lives, fulfils their aspirations, and reflects their values and beliefs" (Lerman, Morais & Luna, 2017, p.23).

In order to fulfil the purpose of forming a connection between customer and brand, a "compelling brand narrative" (p.2) is required. People relate to narratives, and effective use of those can influence brand choices. In CBs, this often takes the form of a company history, but it could also be an employee or customer describing positive experiences with the company. In these bits of text, but also in product descriptions and other parts of a CB, attempts are made to influence attitudes and associations by providing evidence of previous success and of positive experiences, creating a rational as well as an emotional basis for a customer relationship.

In all this, a brand needs to be distinguished from its competitors. Simmons (2006) argues that brands can use simple language to form a basis for their marketing, but this will not make them stand out from other brands. For this, it is necessary to use more colourful language that really involves the audience and creates a connection that goes beyond factual characteristics. The way of addressing people will need to be recognisable for the audience and reflect the values they find important, so that they will start linking the brand to certain aspects of their lives. For this purpose, recognisable and effective language will need to be used. Lerman, Morais and Luna (2017) use the example of calling strip clubs

Gentlemen's clubs, so visitors will feel visiting these might contain a certain dignity. Thus, language can influence associations and emotions.

Obviously, the language in marketing texts needs to be persuasive for these purposes to be fulfilled. Labrador, Ramón, Alaiz-Moretón and Sanjurjo-González (2013) analyse advertisements to identify key linguistic aspects of persuasive language. Most of these aspects, which they categorise as “positive evaluation” (p.44) and “informal style” (p.45), are as relevant for CBs and other marketing texts as they are for advertisements. Positive evaluation, Labrador et al. (2013) argue, is used to stress benefits of a product or brand, and includes use of adjectives, often multiple ones for one noun, discourse markers or phrases like *that is not all* which stress the large number of benefits, enumerations of qualities within one sentence or paragraph, and quantifying expressions like *a broad range of*. A particularly tricky way of compactly stressing benefits with regard to translation, as it is unusual or unavailable some languages, including Dutch, is the use of non-finite clauses, for example *-ing* clauses.

Informal style, the other category of persuasive language, according to Labrador et al. (2013), is used to create a personal connection between consumer and brand. This is done through devices like punctuation – many contractions, exclamation marks and ampersands are used in marketing texts – wordplay, and abbreviated forms. These devices are meant to mimic spoken language and thus reduce the distance readers will feel to the brand or product described. Directly addressing the audience through use of the second person pronoun *you* or through imperatives and rhetorical questions is another way to do this. As Munday (2004) points out, the second person pronoun is especially tricky for translation into languages – again, like Dutch – that have both a formal and informal one. He also adds flattering the reader by assuming a certain amount of knowledge as a persuasive device. In CBs, this device is applied by for example using technical terms without explanation.

When translating marketing texts, the aspects mentioned above need to be kept in mind, recognised and applied in the target text. If they are used in the source text, they cannot simply be omitted in the translation, as together they clearly serve an important purpose. Unavoidable omissions could, of course, be compensated by adding similar devices in other places, as long as there is solid reasoning behind using them in a specific location.

3.2 Localisation, transcreation and culture

Research on translating marketing texts mainly revolves around terms like localisation and transcreation, and the importance of the cultural aspect. Declercq (2011) states that localisation is the process of adapting a product to the target locale, and that translation is only a part of that process. Sissel (2013) argues that localisation is often related to software, and uses the term transcreation instead, stating that “[t]ranscreation is taking a text in one language and recreating it in another” (p.73). This is the term I will adopt. It refers to a creative process of taking a text from one language to another, in which many aspects of the source text might be altered.

As Declercq (2011) also mentions, the concept of *skopos* is extremely important for transcreation. Coined by Reiss and Vermeer (2013), this term refers to the purpose and effect of a text. It is argued that a translation should be aimed at having the same effect on the target audience, not necessarily communicating the exact same message in the exact same words. This is precisely what transcreation is about. Marketing texts are fully adapted to the target audience in order to evoke the right response. As Maroto Ortiz-Sotomayor (2007, p.13) puts it: “The main difference between trans-creators and traditional translators,

even those involved in advertising campaigns, is that they know how to put their knowledge of the target culture at the service of specific commercial aims or *Skopoi*.”

This target culture is highly relevant for transcreation. As Munday (2004) points out, the effect of a text may differ across cultures. In marketing, it is important to convey a consistent corporate image in different languages (Lee, 2009), but it is up to the transcreator to determine how to get this message across and which values to stress in the target culture (Maroto Ortiz-Sotomayor, 2007). Both Rentel (2012) and Cui (2008) show that cultural adaptation in marketing translation is also unavoidable at sentence level, as certain presuppositions and references are simply irrelevant or even counterproductive in other societies. In order to retain the effect of the source text, some aspects need to be changed, added or omitted (Valdés, 2000).

For this thesis, it is particularly relevant whether changes need to be made when translating a British marketing text for a Dutch audience. De Mooij's (1998) in-depth analysis of various cultures in relation to marketing shows that both the Netherlands and the United Kingdom are highly individualistic societies with a general dislike of authority. Dutch culture is slightly more egalitarian than British culture. Most importantly, however, there is a difference in the use and appreciation of marketing language, with high usage of direct address, appeals and strong persuasive language being common in the UK, but often considered intrusive or bragging in the Netherlands. Therefore, persuasive elements might need to be somewhat toned down.

Several scholars (e.g. Smith & Klein-Braley, 1997; De Pedro, 1995; Munday, 2004) propose strategies for translating marketing texts, but these are all fairly general, mostly including literal translation, adaptation to reach a certain effect or retaining the source language. It is quite obvious that adaptation is considered most desirable, and rightly so, but this does not provide a lot of practical guidance for the translator. Shi (2010) rather uniquely provides a few helpful tips that can help translate marketing language in CBs as well. He states that the translator should strive to be concise and clear in phrasing the message, regardless of whether the source text might sometimes fail to do so. Furthermore, use of comparative and superlative constructions, neologisms, rhetorical devices like metaphors, and repetition of words in a relevant semantic field strengthen persuasiveness. Promises should be strongly worded, language should not be too complicated and adapted to cultural preferences – in my case, those outlined by De Mooij (1998) – and if necessary to ensure smooth phrasing, some elements may be borrowed from the English language, which will hardly stand out in marketing texts. These are important suggestions to keep in mind while translating marketing texts.

Regarding the aforementioned cultural preferences, it is important to verify the differences by looking at parallel texts. Review of 25 original Dutch CBs has shown that directly addressing the audience only occurs a few times in most. This seems to underline the idea that too much may indeed be considered intrusive. A bragging tone is harder to identify objectively, but it is quite relevant that the Dutch CBs hardly ever use multiple adjectives for one noun and often seem to use more factual – yet still explicitly positive – descriptions of their products and characteristics rather than continuously inserting general adjectives like *excellent*. Moreover, informal elements seem to be unusual in Dutch CBs. Ampersands are only used in headers, schematics and enumerations, and only when two elements have a clear connection. Numbers are usually spelled out, except when they are higher than ten or involve units of measurement. Other informal elements like exclamation

marks and abbreviated forms were not found in any of the CBs. These preferences for Dutch CBs need to be taken into account in the translation process.

3.3 Multimodality

As Munday (2004) and Lee (2009) stress, marketing texts nearly always use multiple ways of creating meaning. These might include sound or perhaps even smell or touch, but for a thesis on CBs, only the combination of verbal and visual elements is relevant, with the visual including both layout and imagery. These elements can be essential for creating meaning and effect. Again, they can have different effects across cultures and need to be carefully evaluated in translation, and if necessary, adapted (Valdés, 2000).

This multimodality is considered by some to be a form of constrained translation, a term introduced by Titford (1982) and elaborated on by Mayoral, Kelly and Gallardo (1988). They argue that the translator can be limited in his/her options because of the interplay between text and visuals, for example, and limited space within a predetermined layout. If translators are not allowed to change the visuals, they would indeed have to make sure that the target text is not significantly longer or shorter than the source text, and that the existing imagery is still relevant to the text.

Many scholars (e.g. Sissel, 2013; Maroto Ortiz-Sotomayor, 2007) draw the conclusion that the role of the translator in marketing texts should be much wider than simply changing the language of the source text words. They should be transcreators who form an integral part of the marketing team or at least cooperate closely with it, and have the freedom to alter content, wording, visuals and everything else they, as cultural experts, think necessary. Declercq (2011) even suggests that it would be best if marketing teams created source texts in such a way that these are easily translatable, with (nearly) universal values and devoid of culture-specific elements.

When applied to CBs, this theory implies that the translator should create a target language document with content, visuals and language that perfectly suits the target culture, has the effect that has been described in the previous section, and uses visuals that fit this perfectly, while still portraying a corporate image consistent with the original English CB, possibly slightly adjusted to Dutch values. For this purpose, it does indeed seem unavoidable to integrate translators into the marketing team, while at the same time giving them complete freedom to change elements. However, this is a highly idealised situation. Section 5 will analyse findings from the survey to determine whether it is actually realistic in translation practice.

4. Technical translation

As shown in section 2, CBs are not only marketing texts, but also contain elements of technical texts. This section aims to outline those aspects of research on technical translation relevant to CBs.

Technical translation is viewed to refer to the translation of texts in all specialised domains (Schubert, 2010) or, more specifically, to texts with technological contents (Byrne, 2006). It has often undeservedly been regarded as one of the simpler domains of translation, being merely a matter of finding the correct terms (Hershey, 2009). Byrne (2006) rightly states that the aim of technical translation, however, is not just to transmit the right information, but also in the right way – clearly, effectively and according to conventions. Technical translation should be guided by the message and the target audience just as much as other fields of translation (Byrne, 2012).

Byrne (2012) identifies three aspects that are important for the technical translator: information, linguistics and conventions. Equivalence on all three levels is hardly ever possible, so choices need to be made in accordance with the text and text type. For CBs, this is quite complicated, since they are highly informative, but also make use of language characteristic for both marketing and technical texts. It is impossible to make general claims on which aspects are more important than others. For a more in-depth analysis, Schubert's (2010) four dimensions of technical translation – technical content, linguistic form, technical medium and work processes – will be used, with available tools being added to the fourth dimension.

4.1 Technical content

Technical texts are usually of a descriptive or instructive nature and contain information on technical products, services or systems, sometimes combined with elements from other text types (Schubert, 2010). In the case of CBs, this combination is with marketing language. Because of the contents of technical texts, it is often considered important for the translator to be an expert in the field, or at least to be able to come across as one (e.g. Hershey, 2009). This last addition is important: according to Byrne (2006), it is possible to fake being an expert to some extent, but only as long as the translator has sufficient knowledge to be able to write a text on the subject, and knows useful research methods. "It is, therefore, essential that translators have excellent research skills, make full use of parallel texts and have a very good understanding of general scientific and technological principles." (p.6). Parallel texts are especially important, as will be explained later on.

4.2 Linguistic form

For a technical translation to be successful, both Byrne (2006) and Hershey (2009) argue that the target text needs to be indistinguishable from texts produced by experts directly in the target language. For this, both terminology and phraseology need to be accurate. According to Kastberg (2007), cultural competence is essential for the technical translator. Conventions vary from one society to another, as for example instructions can be direct and authoritative in one, but extremely polite in another (Byrne, 2012). Similarly, ways of phrasing descriptive sections might be different from culture to culture and from field to field. If the translator is not already an expert in all of this, parallel texts are an extremely useful tool to find the right tone. In this process, "[...] the necessities of the target situation override any equivalence requirements" (Schubert, 2010, p.351).

While certainly not the only challenge in technical translation, terminology arguably poses the biggest one. A translation problem is terminological “when it affects terms, i.e. lexical units with a precise meaning in a given special field” (Cabr , 2010, p.359). These terms can be either single words, multi-word compounds or acronyms (Hershey, 2009), and can offer two types of problems. The translator can be unable to understand the source language term or unable to find a target language equivalent (Cabr , 2010). Cabr  states that the first problem can usually be solved through research, but the second is more difficult. If there is no equivalent term available, a new term can be created, for example through loan translation, a paraphrase can be used, or the source language term can be retained. Retaining the source term is particularly relevant for translations from English into another language, since English terms are quite frequent in many domains. If there is more than one translation available, the right one needs to be selected. As with any target language term, it is necessary to check its usage in parallel texts (Hershey, 2009).

Another issue that is particularly relevant for translating CBs from English to Dutch, is the abundance of compound terms in English. Kr ger (2016) concludes from his analysis of technical translations that explicitation is often needed to convey English compounds in German, because they are less common in that language. The same applies to Dutch. This could be particularly problematic with CBs, as there can be limited space available for the translation.

4.3 Technical medium

Technical texts can have special layouts, make use of imagery or come in a particular format (Schubert, 2010). These characteristics are very relevant for CBs. Ketola (2016) shows that imagery in technical texts may influence the interpretation of the verbal elements, and vice versa. For the translator, this means that information can sometimes be left out if it is clear from the images, or that options are limited if the text is to correspond with the visuals. As with marketing texts, it is important to make sure visuals and verbal elements complement one another.

Furthermore, the format or layout of a technical text can be important for the translator. Web texts often use code to make sure text boxes are automatically adapted to text length (Schubert, 2010), but this is not as straightforward for CBs. Byrne (2006, p.4-5) refers to leaflets when she states: “The limited space available requires both the author and translator alike to express information in a way which is sufficiently clear, simple and concise so as to allow readers to understand the information completely and quickly but which nevertheless conveys all of the necessary facts.” For texts with limited space available, especially when combined with marketing purposes, choosing the right expressive language is of crucial importance.

4.4 Work processes and tools

According to Schubert (2010), technical translation consists of several tasks, from receiving the source text and translation brief to researching, planning, translating and revising. Byrne (2012) also stresses the importance of the translation brief, which corresponds to what Schubert calls job specifications. This brief is needed to determine the purpose and audience of the target text, and thus to be able to pinpoint the most important elements to retain or recreate. Without one, the translator is left in the dark on how to approach his/her task.

For research, various tools can be used. Cabr  (2010) identifies three types of resources: parallel texts, reference documents, and corpora. Parallel text, as mentioned

earlier, can be extremely useful for checking usage of terminology and phraseology. Reference documents like dictionaries, term bases and translation memories can be used for finding target language terms, while corpora offer previous translations on the subject. These might include for example websites that are available in both source and target language.

In short, research shows that technical texts pose various challenges for the translator, some of which, like limited space and use of imagery, can also be found in marketing texts. Terminology and field-specific conventions are arguably the most important issues. The translator has several tools at his/her disposal, but should also be an expert in the field at least to some extent, in order to be able to produce a successful translation.

5. Survey

5.1 Methodology

Since the aim of this thesis is to provide a praxis-oriented approach to translating CBs, a survey has been conducted amongst professional translators and translation agencies. The survey is intended to provide insights into the actual practice of translating marketing texts and CBs, in order to find out whether the idealised situation described in research, as outlined in section 3 and 4, is actually applicable to translation practice, and to determine the boundaries within which a professional translator usually has to work when translating CBs.

For this purpose, five questions have been sent to several Dutch translation agencies with experience in translating marketing texts, accompanied by an explanation of the focus of this thesis. They were answered by eight respondents, who were either project managers or translators. No distinction was made between different language combinations in answering the questions. These were the five questions – translated into English, as they were sent and answered in Dutch:

1. *Which aspects do you – and if known, your clients – consider important in translating marketing texts?*
2. *Do your clients often provide you with explicit expectations and/or demands with regard to the translation of marketing texts? If so, which elements often feature in those? If not, how do you decide which elements are important?*
3. *What strategies do you use for translating marketing texts? (E.g. source or target oriented, adapting contents to target culture or not, position on the spectrum from literal translation to fully rewriting, etc.)*
4. *Which translation problems do you often encounter when translating marketing texts?*
5. *Which aspects do you consider most important in translating corporate brochures and why? (E.g. (persuasive) language, terminology, contents, layout (e.g. text length), link to imagery, etc.)*

5.2 Results

The full answers to the survey questions are presented in appendix 3. A summary of the most important and most frequent outcomes is presented in table 1 below. The column *general* shows the aspects all or most of the translators and translation agencies agreed on, while notable exceptions to the general tendencies as well as other important remarks are shown under *other*.

	General	Other
1. Important aspects for marketing translation	Fluent, easily readable target text; style that fits company and target audience; translate creatively and freely.	
2. Translation brief	Sometimes. If so, mostly on style, sometimes target audience. If not, determine audience/style from e.g. website.	Once: hardly ever a brief. Once: often clear instructions, sometimes including term lists.
3. Strategies for translating marketing texts	Translate freely, but faithfully; cultural adaptation sometimes necessary, but not always accepted; keep target audience in mind.	Suggestion: choose positive words. Clients sometimes think they know better and refuse adaptations.
4. Translation problems in marketing texts	Right amount of freedom in translating; text length; lack of clear (instructions on) target audience.	Low quality of source text as marketing text; terminology; layout.
5. Important aspects for translating CBs	Persuasive style; faithful to content while adapting to target culture; text length; right terminology for target audience.	Strong persuasive language can be counterproductive in Dutch culture; text and image should convey meaning together. Once: technical terminology should be translated as simple as possible.

Table 1: summary of survey findings

From the answers to the survey questions, some recurring aspects have turned out to be important in translation practice. These involve creating a fluent and pleasantly readable target text with the right persuasive style that fits the target audience, while also remaining true to the exact contents of the source text. Translators rarely have the freedom to make substantial changes. Cultural adaptation is sometimes considered necessary, but can only be done after conferring with the client, and clients might refuse to accept suggested alterations. In short, translators agree that quite a lot of freedom is needed for translating marketing texts and that the target audience is the central focus, but the boundaries they have to work within are more strict than would be ideal.

5.3 From theory to practice

As already stated, literature on marketing translation represents a highly idealised situation, and the same goes for technical translation. Therefore, it is important to link theory to the survey findings described above, and determine an approach to translating marketing texts and in particular CBs that, for many translators and companies, is more realistic. As becomes clear from the survey results, collaboration with and integration into the marketing team is

usually not an option for the translator. The same goes for transcreation, since translators indicate that they are nearly always required to be faithful to the exact contents of the source text, even though some freedom in style is allowed.

Chiaro (2004) pinpoints an important part of the problem quite accurately by stating that companies expect correspondence between source and target text, but often do not realise that linguistic and cultural aspects can influence the reception and effect of a text. As becomes clear from some translators' survey responses, companies regularly fail to communicate their core values, the purpose and audience of a text, and any other relevant instructions to the translator, and sometimes even refuse to listen to translators' suggested alterations. Thus, the translation brief that is considered so important – for technical translation as well – is often unavailable, leaving the translator to determine the right audience, style and terminology. As one respondent mentioned, this can be extremely complicated in a field where the translator is not an expert, which is often the case in translation practice. The target text should obviously come across as professional, but it can be difficult to identify the right terms and style without sources like term bases and translation memories from that particular client or field. Moreover, translators hardly ever have the freedom to alter visual elements, and are usually required to work within the existing layout and with the existing content, including the need to retain the link between content and imagery.

For CBs, the cultural element is likely to be rather limited compared to other marketing texts like advertisements, since the contents are of a more informative and factual nature. The main issue for translators, therefore, is adapting the language to the target culture. Should culture-specific references or presuppositions occur after all, then the translator can obviously attempt to convince the client that alteration is required. Focus will, however, in practice mostly be on finding the boundaries of translational freedom in adapting the wording to target language preferences for marketing language. The source text analysis in chapter 5 and the translations in the appendix will illustrate this with concrete examples and show that careful analysis of the source text and keeping Shi's (2010) suggestions and the differences between UK and Dutch culture in mind can lead to a strong target language marketing text, even within the limitations often imposed upon professional translators.

6. Case study: Actionplas and Equipserv

Before moving on to the actual analysis of the two source texts of which this case study consists, two things should be clarified. Firstly, some knowledge of the companies Actionplas and Equipserv is required to provide context for the analysis. Secondly, it needs to be clear whether or not there is an explicit translation brief to work with.

6.1 Company background

Actionplas was established in 1989. It is a company that manufactures various types of plastic components, products and parts. It also sells various semi-finished materials. One of their most important aspects is the use of Computer Numerical Control (CNC) techniques. These techniques are used to cut or otherwise form plastic components into exactly the right shapes and sizes. Their CB and website do not mention the exact company size or number of employees, but it is clear from the products and services, as well as the vacancies on their website, that it is a relatively large, nation-wide company.

Equipserv does not provide a lot of information on their company history and size in their CB or on their website, except having been established over 30 years ago. The company specialises in SMR – Service, Maintenance and Repair – for waste handling. It aims to optimise efficiency of waste handling processes by taking care of everything from project management to analysis of failing machine parts. There are two offices, both in the north west of the UK, which seems to be their main area of operations.

6.2 Translation brief

As has become clear from chapters 3 and 4, an explicit and clear translation brief can be very important for the translator of CBs. Nord (1997) also stresses this importance, arguing that the brief should contain information on the purpose, audience and medium of the target text, among other things. However, Nord, Byrne (2012) and several survey respondents indicate that translation briefs are often unavailable or limited to terminology or style.

Since the aim of this case study is to demonstrate how CBs can be translated within the limitations often imposed upon professional translators, it is most useful to assume that there is no translation brief at all from Actionplas or Equipserv. That way, the analysis and translations will illustrate how translators can attempt to figure out the right style, technical terms, audience and function of a target text. Furthermore, it will be assumed that imagery and layout will be retained, since the respondents indicate they usually have to work within the original format. In an ideal situation, the AP text might need to be changed somewhat to improve it as a marketing text, since it is mostly about the company instead of the customers – whereas ES focuses more on customers' needs – but as we have seen in the survey responses, translators hardly ever have the freedom to change the contents.

6.3 Source text analysis

For the source text analyses, Nord's (2010) four categories of translation problems will be used: pragmatic, cultural, linguistic and text-specific. Using this top-down approach, relevant issues for translation will be identified, as well as desirable and realistic solutions.

6.3.1 Pragmatic translation problems

Pragmatic translation problems arise from differences between the source and target communicative situations (Nord, 2010). These problems can be caused by time difference between source and target publication, for example. In the case of the Actionplas and

Equipserv CBs – which will be referred to as AP and ES respectively for the rest of this analysis – there is no significant time difference, however. The contents are still up to date.

Similarly, there is no reason to assume any differences in background knowledge for the source and target audiences. As shown in section 2, CBs are aimed at people who are already interested in the company and have some knowledge of the subject. AP assumes more knowledge than ES, as it uses abbreviations like CNC without any explanation, while ES explains what SMR stands for the first time of use. Both CBs, however, assume a certain background knowledge on technical aspects. There is no reason for the translator to change this by adding or deleting explanations, as the target text function within the marketing process is the same.

A final pragmatic translation problem is that of layout and visuals. Since the translator is not allowed to change these, the translations need to fit within the existing ones. AP and ES do not use particularly challenging imagery, as this is limited to images of products for AP and of employees for ES, with hardly any explicit link between text and image. Layout is more challenging, as both CBs offer limited space for several paragraphs and make use of schematics and enumerations, which leave hardly any room for expansion. I will return to this issue in the discussion of linguistic problems, as this is especially challenging in an English-to-Dutch translation.

6.3.2 Cultural translation problems

Cultural problems arise from differences in conventions between two specific cultures (Nord, 2010). For AP and ES, this mainly concerns conventions for the use of marketing and technical language. The translator needs to make sure the target text sounds like it was written by an expert in the field, which the translator often is not. As for this specific case study: I am far from an expert on plastic components or waste handling efficiency and thus need to find a way to ‘fake’ this through proper research.

Both AP and ES use colourful language with many positive adjectives and descriptions, including words and phrases like *excellent*, *outstanding*, *state of the art*, and many more. The translator needs to retain the variation in word choice, while also finding the right tone. As shown earlier, too much bragging is not appreciated in Dutch culture. ES seems to find quite a natural build-up from seemingly objective description to obvious promotion, but AP hardly does anything but brag about their products. Therefore, the translator might need to find ways to tone down the bragging without changing the contents. For example, in *leading blue chip companies*, both *leading* and *blue chip* stress the status of these companies. In Dutch, one could be left out to avoid a bragging tone.

Another important element of marketing language identified in section 3 is an informal style. Contrary to ES, AP applies this strategy quite strongly; they use abbreviated forms (*that's*, *mtrs*), ampersands and numerals. Both CBs, however, are written in quite an informal tone. To prevent creating distance between company and customer, this tone needs to be kept somewhat informal in the translations, but the use of ampersands and numerals should be reduced. As explained in section 3.2, this would stand out in a Dutch CB. Ampersands in headers, schematics and enumerations can be retained, as can numerals for high numbers or units of measurement, but other ones need to be altered.

Another tricky aspect of marketing language is direct address, since we have seen that this is not as highly appreciated in Dutch culture as in the UK. It seems, however, that both AP and ES have found a balance that would be suitable for a Dutch CB as well. In the case of AP, this is simply because they only use direct address a few times. This will not

cause any problems for the translator. ES uses a lot more of it, but manages to find a balance between descriptions and direct address that will probably work in Dutch culture as well. Still, it is important for the translator to keep checking whether the target text does not address the audience too often or too strongly.

A final difference in conventions is related to instructions. AP does not include any in their CB, but ES ends with *please call us*. This polite way of instructing the reader is common in English. In Dutch, however, an instruction with *alstublieft* would strike the reader as strangely polite or even desperate. This instruction should therefore be phrased differently, according to Dutch norms.

There are also a few cultural references that deserve mentioning. AP refers to *Leeds, West Yorkshire* and *throughout the UK*. Mentioning the county would be rather unconventional in Dutch, as would references to *the UK*. AP also use *square feet* to indicate size and mention *unlimited company*, for which there is no Dutch equivalent. Similarly, ES refers to the *NHS*. These elements need to be adjusted to the Dutch target context by leaving out the county, changing feet to meters, and replacing *NHS* with a more general translation, for example.

6.3.3 Linguistic translation problems

Linguistic problems are caused by structural differences between two specific languages (Nord, 2010). There are several constructions and characteristics of the English language that are unavailable in Dutch. As mentioned earlier, CBs offer limited space for the translator to work within. This is especially difficult as Dutch often takes up more space than English. One of the reasons for this is the frequent use of noun compounds in English, like *multi-size dual product quick release change parts* in AP and *equipment service needs* and *first time fix record* in ES, which can often only be translated with much longer phrases. For each unique case, the translator needs to find a way to convey the essential information without making the text significantly longer.

The same applies to the use of present participles, which are often used to get a lot of information across in a concise way. This construction is highly unusual in Dutch, so the translator needs to change the sentence through coordination or adding a conjunction, for example. This makes for a longer sentence, which is especially problematic when used in schematics, as it is in ES. Again, there is no one solution for each of these cases, and sometimes the only option is to leave out some information. In reality, this can only be done if it is not essential for the contents of the text.

A final linguistic problem that occurs in these CBs, as in most English-to-Dutch translations, is the use of personifications. In Dutch, inanimate objects cannot be portrayed as performing a certain act as easily they can in English. Examples of personifications are *visual effect presents [...]* and *automotive manufacturing utilises [...]* in AP and *Our consultative-based approach helps us [...]* in ES. The translator needs to be aware of this linguistic difference and change these constructions, for example by creating a passive sentence or adding a preposition.

6.3.4 Text-specific translation problems

Finally, the issues that are specific to a particular text classify as text-specific translation problems (Nord, 2010). Even though it is more a genre-specific problem, terminology fits best in this category. Both AP and ES use many technical terms, like *CNC, CAD/CAM, lathes* and *extruded profiles* for AP and *SMR, LOLER, roll packers* and *balers* for ES. AP is especially

tricky, as technical terms are used throughout the entire CB, while ES limits those to a single page on products. Potential customers might change their minds if the wrong terms are used, so finding the right translations and use in the particular field is extremely important. This requires both finding out what a term actually refers to and whether there is a Dutch equivalent through use of parallel texts. Dutch company websites and documents are quite useful. For AP, companies like Tosec, Metalltec and MF Geurtsen offer helpful information, as does the knowledge database *technischwerken.nl*. For ES, companies like Lenflex, Avenor and Hörmann do the same. Still, it is extremely challenging to find all the right terms without knowledge of the field in both source and target context.

In AP, alliteration is used for describing their methods – *Retain, Return, Rid; Sort, Set in order, Shine, Standardise, Sustain*. These are rhetorical devices and should, if possible, be retained or otherwise compensated through alternatives. The second of these examples has already been translated into Dutch in various ways on many websites, but the first one requires some creativity. ES does not use similar devices.

The company slogans also create a problem for the translator, since both of them use and explain the company name: *Actionplas. Plastics in Action* and *Equipserv. Your equipment, our service*. Perhaps the company name should be changed for the Dutch market, but this is obviously not up to the translator. Keeping the English slogans might be best in these cases. The AP slogan is definitively understandable for a Dutch audience. Contrary to *plastic* and *action*, *equipment* is not very commonly used or recognisable in Dutch, but changing or translating the slogan would make the company name seem rather strange. Therefore, the ES slogan should probably be retained in English as well.

Finally, there is the issue of mistakes in the source text. AP contains quite a few grammatical or spelling mistakes (e.g. *has led us to been; compliment* instead of *complement*), and ES is not flawless either (e.g. *problems that may be develop*). The translator should, of course, not retain mistakes in the target text, but rather interpret what is most likely meant and translate this into a proper Dutch sentence. AP also makes the mistake of placing the invasion of Kuwait in 1989. It actually took place in 1990, according to all available sources. This might be something to point out to the client, but not something the translator can simply change or leave out without permission.

In Appendix 1, the full translations of the two CBs are provided. They offer concrete examples of how the strategies and decisions described in this thesis can be implemented in translation practice.

7. Conclusion

7.1 Concluding remarks

This thesis set out to identify the translation problems posed by corporate brochures and the possible, desirable and realistic ways for translators to deal with these problems. CBs were found to be characterised by their particular place in the marketing process, specifically targeting potential customers already interested in the brand. CBs aim to present a company as a competent business partner and establish relationships with customers through the use of certain values and positive experiences. The marketing language used for this purpose is characterised by positive evaluation, an informal style and colourful choice of words. CBs also contain elements of technical language, like terminology and field-specific conventions.

In an ideal situation, the translator of CBs would make use of transcreation, adapting all aspects of the text to the target audience and purpose. Cultural adaptations are especially important, which would include creating the perfect imagery and layout for the target situation, as well as toning down overly positive language in the case of English-to-Dutch translation. Ideally, the translator would be part of the marketing team. For the technical aspect of CBs, both terminology and phrasing would need to be exactly right, which requires the translator to be an expert in the relevant field and skilled at research in parallel texts and term bases.

However, a short survey amongst translators and translation agencies revealed that this ideal situation is rarely feasible in translation practice. Respondents indicated that they are mostly required to work with the existing visuals and retain the original contents. Some freedom in style is allowed, but only with minor changes to phrasing and cultural elements. Moreover, translation briefs are often missing or rather limited, so translators need to determine the target audience and style themselves, even though they do not always have any knowledge of the relevant topic. Clearly, transcreation or integration into the marketing team represent highly idealised images.

Analysis and translation of the Actionplas and Equipserv CBs were carried out to show how translators can work within these boundaries when translating from English to Dutch. For marketing language, it is important to purposefully use colourful, positive and varied language, to adopt an informal style and to tone down overly positive phrasing. Since source texts are not always perfect marketing texts, adding variation in word choice and consistency in spelling, for example, are useful ways of improving the text without changing the contents. Cultural adaptations are sometimes necessary, but only minor ones can be made without explicit client permission. The same applies to removing mistakes in content. Furthermore, phrasing often needs to be changed to fit within the layout or to avoid unusual target language constructions. Doing so without omissions or alterations in content is a challenge that needs to be dealt with on a case-by-case basis. Perhaps the biggest challenge for the translator is to sound like an expert in the field without actually being one. Finding the right terms and ways of phrasing is difficult, but through proper research and use of parallel texts, it can be done.

In short, it is impossible to identify one strategy for translators of CBs to use in order to create the perfect translation. However, if they pay specific attention to their use of marketing language, finding the right terms and using them correctly, and negotiating the necessary alterations – all according to the preferences of the relevant culture and field – it is possible to create quality translations even within the less-than-ideal boundaries often imposed upon the professional translator.

7.2 Limitations

While this thesis has provided some valuable insights into both the translation of CBs and the relevance of translation theory for translation practice, there is still much to be gained in these areas. Further research is needed to provide a more complete picture of CBs as a text genre and to position this genre within the field of translation studies. More case studies could provide insights into different language combinations, perhaps with more cultural or linguistic differences. Similarly, they could include CBs that vary in style, field or size, and thus contribute to more general conclusions regarding this text genre.

Moreover, the survey in this thesis was conducted on a rather small scale. Even though it provided useful information on the situation faced by professional translators, more extensive research in this area could shed more light on the relation between translation theory and practice and the way theoretical insights might be applied in practice. It would be quite valuable to examine both translators' attitudes towards theoretical research and the applicability and feasibility of theoretical insights in translation practice through more extensive surveys among translators and scholars from various backgrounds and fields. This could be an important step towards a higher continuity between theory and practice.

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Appendix 1 – Survey Results

Questions

1. Welke aspecten vindt u (en, indien bekend, uw opdrachtgevers) belangrijk bij het vertalen van marketingteksten?
2. Ontvangt u vaak expliciete verwachtingen en/of eisen van opdrachtgevers met betrekking tot het vertalen van marketingteksten? Zo ja, welke elementen komen daarin vaak naar voren? Zo nee, hoe bepaalt u vervolgens zelf welke elementen belangrijk zijn?
3. Welke strategie(ën) gebruikt u bij het vertalen van marketingteksten? (Denk aan bron- of doeltekstgericht, al dan niet aanpassen van inhoud aan doelcultuur, positie op het spectrum van letterlijk vertalen tot volledig herschrijven, enz.)
4. Tegen welke vertaalproblemen loopt u vaak aan bij het vertalen van marketingteksten?
5. Welke aspecten zijn volgens u het belangrijkste bij het vertalen van een bedrijfsbrochure en waarom? (Denk aan (wervend) taalgebruik, vakterminologie, inhoud, opmaak (bijv. lengte van tekst), samenspel met beeldmateriaal, enz.)

Response 1

1. - Makkelijke, vlotte leesbaarheid
 - Aantrekkelijke woordkeuze
 - Enthousiasmerende schrijfstijl
 - Professionele uitstraling (vaktermen etc.)
2. - Ik krijg niet vaak heel specifieke verwachtingen, wel het formaliteitsniveau (formeel / informeel)
 - Vlot leesbaar en wervend geschreven zijn wel termen die van opdrachtgevers terug komen
 - Ik bepaal zelf per marketingbranche waarvoor de tekst bedoeld is, wat belangrijk is – ik bestudeer met name de doelgroep waarvoor de tekst is geschreven: zijn dit ‘recht toe – recht aan’ werknemers van bouwbedrijven of zijn dit ‘cultuurminnende’ rijke liefhebbers van design interieurs? Vervolgens pas ik het taalgebruik en woordkeuze in de tekst natuurlijk daarop aan. En kies een selectie van ‘vakterminologie’ die daarbij een gunstig professionele uitstraling geven aan de tekst. Het is belangrijk dat de tekst als ‘nieuw geschreven’ overkomt, dat je eigenlijk niet merkt dat het een vertaalde tekst is. En het is belangrijk dat de tekst uitstraalt dat men weet waarover men schrijft.
3. - Ik neem als vertaler een bepaalde vrijheid in het aanpassen van de inhoud aan de doelcultuur, dat is volgens mij echt van belang om de tekst goed te laten overkomen.
 - Bij marketing teksten draait het natuurlijk om verleiden en de lezer ervan te overtuigen dat hij/zij datgene dat wordt aangeboden nodig heeft. Hiervoor is het terugkeren van bepaalde ‘positieve’ gekozen woorden (die je van tevoren kiest) belangrijk.
 - Je onderzoekt het taalgebruik en de schrijfstijl van je opdrachtgever op de website van het bedrijf / in andere marketingteksten. Dit neem je als basis om als vertaler nog verrijkende woorden en formulering aan toe te voegen.
4. - Niet zoveel eigenlijk, het enige dat ik soms merk is dat opdrachtgevers het soms lastig vinden als de vertaalde tekst enigszins afwijkt van de brontekst vanwege de bovengenoemde redenen. Soms is dat een ‘onderhandelingsproces’ en moet je uitleggen waarom het omgeschreven is.
5. - Wervend taalgebruik is belangrijk: er moet altijd een gevoel van ‘gemak’, ‘comfort’, ‘genieten’ vanuit gaan. Zelfs als het gaat om machines voor in de bouw, moet men het

gevoel krijgen dat met deze apparaten alles een stuk makkelijker, efficiënter en tijdsbesparender gaat.

- Maar dit wervende taalgebruik draagt (zeker in NL taalcultuur) een risico in zich. Té wervend en te overdreven prijzend taalgebruik heeft een averrechts effect. Daardoor wordt een tekst juist een tikkeltje ongeloofwaardig. Het is een spannende scheidingslijn die je als vertaler bewandelt.
- Een goede marketingtekst moet naar mijn mening naar de lezer toe uitstralen dat hij/zij waar krijgt voor zijn/haar geld, dat het kwalitatief goed in elkaar zit en dat er professionele service verwacht kan worden.
- Het is als vertaler heel fijn om bij vaste opdrachtgevers te werken met een goed gestructureerde vakterminologie lijst, zodat je altijd de termen gebruikt die in brance actueel zijn en de tekst up to date overkomt.
- Bij marketing speelt beeld zeker een belangrijke rol en moet de tekst soms niet te lang worden, zeker niet als een beeld al heel veel informatie en 'gevoel' draagt. De tekst moet geen herhaling worden, maar een toevoeging zijn aan wat je in het beeld ziet. Andersom ook trouwens. Het beeld moet een toevoeging zijn op wat je in de tekst kunt lezen.

Response 2

1. - Korte, goed leesbare zinnen. Het is belangrijk dat mensen blijven doorlezen.
 - Keep it simple, stupid. Dit ligt een beetje aan de doelgroep, maar voor een groot publiek is het beter om moeilijke woorden te vermijden. Bij een technisch onderlegde doelgroep is het echter belangrijk om de juiste terminologie te gebruiken om professioneel over te komen.
 - De stijl en inhoud van de opdrachtgever respecteren, maar wel vrij genoeg vertalen zodat het goed loopt.
2. - Dat wisselt. Sommige opdrachtgevers sturen een hoop eisen/instructies mee, maar anderen ook helemaal niets. Wanneer ze het wel doen zijn het vaak algemene zaken zoals gebruik van Brits of Amerikaans Engels, bepaalde zoektermen die moeten terugkomen, formeel of informeel taalgebruik, doelgroep.
 - Ik probeer sowieso op bijvoorbeeld de website van de opdrachtgever een idee te krijgen van hun doelgroepen en tone of voice. En als ze al teksten in de doeltaal hebben, gebruik ik die wanneer mogelijk om woordkeuzes te controleren.
3. - Opdrachtgevers geven meestal aan of ze een vrije of een letterlijke vertaling willen hebben. Ik leun zelf meestal meer naar een vrije, doelttekstgerichte vertaling, vooral bij marketingteksten omdat leesbaarheid daar zo belangrijk is. Opdrachtgevers weten het verschil tussen een vrije en letterlijke vertaling ook niet goed in mijn ervaring. Dan vragen ze om dichtbij de brontekst te blijven, maar bedoelen ze vooral dat ze niet willen dat ik als vertaler inhoudelijke en technische zaken uit mijn duim ga zuigen. Dat doen we natuurlijk sowieso niet.
 - Ik heb jaren gewerkt als copywriter, en de zaken die ik daarbij gebruikte zoals stijl en toon, doelgroep, call to action, vermijden van 'negatieve' woorden enz. gebruik ik ook in mijn vertaalwerk.
 - De vrijheid kan ook beperkt worden door de CAT-tool die gebruikt wordt. Die tools breken teksten vaak op in kleine delen, en het is dan niet altijd makkelijk om de volgorde van zinnen of indeling van alinea's te wijzigen. Soms kies ik ervoor daarom geen CAT-tool te gebruiken.
4. - Kwaliteit van de bronteksten. Als die niet lekker loopt, is het soms evenveel vertalen als herschrijven. En dat is niet altijd een optie ivm wensen van de opdrachtgever of gebrek aan informatie bijvoorbeeld.

- Onvoldoende instructies van de klant. Door mijn achtergrond en wat extra werk kan ik meestal wel een doelgroep identificeren, maar het zou makkelijker zijn als een opdrachtgever zelf al duidelijk aangeeft wie de doelgroep is, wat de tone of voice is (met een voorbeeld in bron- of doeltaal) en wat ze willen bereiken met de tekst.
- Beperkte invloed op opmaak, indeling en afbeeldingen.
- Technische termen. Soms geeft een klant een woordenlijst mee, maar lang niet altijd. Soms zijn meerdere termen mogelijk en andere termen zijn voor mij als vertaler niet altijd makkelijk te achterhalen als het een sector betreft waar ik minder ervaring mee heb.
- 5. - Eigenlijk hetzelfde als het schrijven van zo'n brochure: Tekst die inhoudelijk sterk is. Wervend, informatief, maar niet overdreven of wollig. Zinnen en alinea's niet te lang.
- Een duidelijke opmaak met een balans tussen tekst en afbeeldingen. Duidelijke koppen en subkoppen die lezers helpen snel informatie te vinden.
- Als de doelgroep vakmensen is, is vakterminologie prima, anders vermijden.

Response 3

1. Bij een marketingvertaling zijn vooral de juiste toon en stijl en het gevoel dat overgebracht moet worden heel belangrijk. Marketingteksten moeten daarom niet letterlijk, maar vrij vertaald worden. Het is dus belangrijk dat je creatief bent met taal en dat je de doelgroep weet aan te spreken, zonder de feitelijke inhoud te veranderen.
2. Ja. Meestal wordt er aangegeven dat de tekst informeel moet zijn en vrij vertaald mag worden. Daarnaast wordt vaak de doelgroep genoemd.
3. De vertaling van een marketingtekst moet doeltekstgericht zijn en moet indien nodig aan de doelcultuur worden aangepast. De tekst kan vrij vertaald worden maar de juiste 'tone of voice' moet wel overgebracht worden. Het is belangrijk om de doelgroep steeds in je achterhoofd te houden zodat je de vertaling daaraan kan aanpassen.
4. Een slogan vertalen kan erg lastig zijn. Bij de vertaling van een slogan verliest deze vaak zijn kracht en is het vaak beter om hem niet te vertalen. Bij vertalingen van het Engels naar het Nederlands loop je er vaak tegenaan dat in het Nederlands veel meer woorden nodig zijn om hetzelfde te zeggen als in het Engels. Het is daarom een uitdaging om ook de Nederlandse vertaling kort en krachtig te houden.
5. Bij bedrijfsbrochures is het belangrijk dat ze wervend en overtuigend zijn en de lezer aanspreken. Daarnaast moeten ze aangepast worden aan de doelcultuur, maar moet de inhoud zelf natuurlijk hetzelfde blijven. Omdat een bedrijfsbrochure aansprekend en wervend moet zijn, zijn samenspel met beeldmateriaal en de lengte van de tekst ook belangrijk (het moet niet langdradig zijn).

Response 4

1. Wervend schrijven, juist gebruik van terminologie, aanspreken van de doelgroep. Klanten geven inderdaad ook vaak aan dat de toon goed moet aansluiten bij de doelgroep.
2. Ja, we krijgen toch steeds vaker duidelijke instructies/wensen van de klant. Dat is heel fijn zodat wij weten wat zij verwachten. Soms krijgen we een terminologielijst of de vraag om bepaalde termen te gebruiken. Ook gaan de wensen vaak over hoe formeel/informeel de vertaling moet zijn naar de lezer toe. Aangezien ik vertaler Engels ben, geven klanten bij ons ook vaak aan of de vertaling in het Amerikaans of Brits Engels moet worden geschreven, wat weer invloed heeft op de woordkeuze, spelling, formaliteitsniveau, cultuurgebonden keuzes, etc.

3. De strategie heeft onder andere te maken met de wensen van de klant. Zo zijn er klanten die graag willen dat wij dichtbij de bron blijven, terwijl anderen graag een wat lossere, meer creatieve vertaling willen. Dan geven wij daar uiteraard gehoor. Daarnaast gaan we bij marketingteksten uit van de doelgroep. Bij een jongere doelgroep is het taalgebruik anders dan bij een oudere doelgroep, bijvoorbeeld. Daarnaast gaan we natuurlijk ook uit van de bron. De manier waarop de klant de bron heeft opgesteld is ook leidend hierin. Is de vertaling bestemd voor een bepaald land, dan moeten er soms wat cultuurgebonden aspecten moeten worden aangepast. De strategie is dus afhankelijk van verschillende factoren.

4. Onduidelijkheden in de brontekst zijn misschien wel de meest voorkomende problemen hier, maar zijn vaak wel op te lossen in overleg met de klant. Ook als wij geen duidelijk beeld hebben van de doelgroep kan dit voor problemen zorgen. Als een klant duidelijk zijn/haar wensen heeft doorgegeven, ontstaan er doorgaans niet heel veel problemen.

5. Als vertaler heb ik minder te maken met zaken als beeldmateriaal en opmaak, daar zorgen wij niet voor. Inhoud is altijd belangrijk. Als die niet klopt, of niet goed overkomt, dan dient de tekst zijn doel niet. De toon en het taalgebruik moeten goed aansluiten bij de lezer/doelgroep en dat houdt uiteraard ook in dat de juiste terminologie moet worden gebruikt. De vertaling moet professioneel zijn en kloppen met de bron.

Response 5

1. Bij het vertalen van marketingteksten vind ik het belangrijkste dat de vertaalde tekst soepel loopt, makkelijk te lezen is, en dat het product helder weergegeven/uitgelegd wordt.

2. Verwachtingen/eisen bij het vertalingen van marketingteksten lopen vrij ver uiteen, maar zijn niet vaak heel expliciet. Hoe ik vervolgens vertaal hangt af van de aard van de opdracht (hoe helder de bronteksten zijn, en ook hoe goed betaald het werk is). Als een brontekst slecht geschreven is en ik word niet expliciet betaald om hier een betere tekst van te maken in mijn vertaling, vertaal ik letterlijk (al moet ik mezelf er wel toe aanzetten om de tekst niet te gaan verbeteren). Is het een goedgeschreven tekst en wordt ik betaald om creatief te vertalen, dan neem ik graag mijn tijd om de boodschap van de tekst zo helder en zo vloeiend mogelijk over te laten komen.

3. Zoals gezegd, welke vertaalstrategieën ik gebruik hangt af van de opdrachtgever en het gage. Volledig herschrijven van teksten komt af en toe voor, maar in de meeste gevallen willen opdrachtgevers simpelweg een vertaling van de brontekst.

4. Vertaalproblemen die ik het meeste tegenkom gaan over hoe dicht ik bij de brontekst moet blijven. Een letterlijke vertaling klinkt vaak harkerig, vloeit niet, of wordt te direct.

5. Voor een bedrijfsbrochure geldt denk ik hetzelfde als voor marketingteksten in het algemeen; het belangrijkste is dat de teksten kort en bondig zijn, helder, vloeiend. Natuurlijk moet de tekst ook aansluiten bij eventueel beeldmateriaal, maar het belangrijkste is dat de tekst enthousiast maakt.

Response 6

1. Dat de vertaling aansluit bij de tone of voice die de klant voor ogen heeft, de zinsopbouw niet één-op-één wordt overgenomen (te letterlijk vertalen), het juiste jargon wordt gebruikt.

2. Vaak is het zo dat als bedrijven veel ervaring hebben met vertalers, of het nu bureau's of zzp'ers zijn, de klant snel aan kan geven wat hij/zij voor ogen heeft, wat ze absoluut wel of (vaker) niet willen zien. Deze opmerkingen hebben het vaakst betrekking tot de toon van de tekst.

3. Vaak vragen we hoe vrij we mogen zijn in de vertaling als de klant een wervende tekst wil ontvangen. We kennen de kwaliteiten van de vertalers waar we mee samen werken, en zoeken altijd een passende vertaler bij iedere klus. Van sommige vertalers weten we dat ze nauw bij de bron blijven, anderen voelen zich vrijer in wervende teksten. Het is een kwestie van per project kijken naar welke vertaler er het beste bijpast.

4. Slecht geschreven brontekst waar vertalers moeilijk los van komen, hanteer je een Engelse of Nederlandse term (veel marketingtermen zijn Engels, maar je wil je zinnen ook niet doorspekken met Engelse kreten), loze marketing 'babble' waardoor een vertaler niet weet wat er eigenlijk wordt bedoeld.

5. Er is geen eenduidig antwoord op wat een goede bedrijfsbrochure maakt: de brochure is goed als deze bij het bedrijf past, de toon moet soms wervend of joviaal zijn, bij andere bedrijven moet het taalgebruik formeler zijn. Nauwkeurigheid is altijd van groot belang, ongeacht de toon. De klant moet tevreden zijn, en we zullen het bronmateriaal altijd zoveel mogelijk volgen in lengte, toon, terminologie, etc.

Response 7

1. Dat het NL correct is en lekker vlot loopt.

2. Nee, zelden. Een vertaler mag alleen vertalen wat er staat. niet herschrijven. Dan zou het een copywrite- of transcreatie-opdracht moeten zijn.

3. Mocht een klant met deze specifieke vragen komen of mocht een vertaler in zijn doelcultuur ergens tegenaan lopen, dan sluiten wij dit kort met de klant. Vaak nemen ze ons advies over. Ook vaak denkt de klant het zelf beter te weten en moeten we tenenkrommend toestaan dat de klant de fout in gaat.

4. Dat het geen marketingteksten zijn maar vooral verhalen over het bedrijf. Marketing gaat over de klant, niet over het bedrijf dat zijn waren aanbiedt. Veel bedrijven weten niet wat marketing is.

5. Alle aspecten. Op vakterminologie na. Dat moet juist zo simpel mogelijk vertaald worden.

Response 8

1. Vlotte, aansprekende teksten. Daarnaast moet er rekening worden gehouden met de stijl/jargon van de opdrachtgever. Vaak kan er meer vrijheid worden genomen dan bij andere teksten.

2. Ja, vooral omtrent stijl/aanspreekvorm en terminologielijst. Als deze niet worden gestuurd, maken wij zelf keuzes.

3. Volgens mij zeggen bovengenoemde antwoorden genoeg.

4. Hoe vrij mag je zijn? Het is belangrijk om de brontekst altijd als leidend te zien. Daarnaast opmaakproblemen. Teksten zijn te lang of juist te kort.

5. Zie bovengenoemde.

Appendix 2 – Translations

Translation AP

P.1

ActionPlas

Plastics in action

Bedrijfsbrochure

P.2

“Wij stellen alles in het werk om een uitstekende service te leveren met scherpe prijzen en snelle levertijden.”

P.3

Inhoudsopgave

4 Over Actionplas

Wie wij zijn

Onze geschiedenis

6 Machinale bewerking & productie van onderdelen

CNC-draaien

CNC-frezen

CNC-snijden

Onderdelen transportbanden

Profielen

Productie¹

7 Reserveonderdelen & gereedschappen

Reserveonderdelen

Opslag reserveonderdelen

Ontwerp

8 5S – werkplekorganisatie

5S-methode

Schaduwborden voor gereedschap

Hygiëneborden

Borden & displays

9 Gedeeltelijk bewerkte materialen

10 Sectoren

Levensmiddelen

Motorvoertuigen

Farmaceutisch

Grafisch

Recreatie

Persoonlijke verzorging

¹ Both here and under *industries served*, I have changed the matched the order to the in-text one.

P.4

Welkom bij Actionplas

Actionplas is opgericht in 1989, is sinds oktober 1990 een BV en is inmiddels uitgegroeid tot een van de grootste machinespecialisten en plasticleveranciers in het Verenigd Koninkrijk. Door voortdurend te investeren in ons personeel, de nieuwste apparatuur en een uitgebreid assortiment biedt Actionplas een voortreffelijke service met scherpe prijzen en uitstekende levertijden.

Wie wij zijn

Als een van de meest vooraanstaande machinespecialisten en plasticleveranciers in het VK stelt Actionplas alles in het werk om een hoogstaande service te leveren met scherpe prijzen en snelle levertijden.

Actionplas is gevestigd in Leeds en voorziet met behulp van ultramoderne CNC- en conventionele apparatuur grote en kleine bedrijven in heel Europa van allerlei op specialistische wijze vervaardigde plastic onderdelen. We² maken producten voor een groot aantal sectoren, zoals levensmiddelen, motorvoertuigen, recreatie, persoonlijke verzorging en de farmaceutische en grafische industrie³.

Sinds de oprichting in 1989 heeft Actionplas goede werkrelaties onderhouden met veel van de eerste klanten, en tegelijk bleef ons klantenbestand ieder jaar groeien.

Het bieden van een volledige service aan onze klanten is ons enige doel. Dit streven we na door voortdurend te investeren in technologie en training en door ons vermogen om flexibel en dynamisch te blijven in een steeds veranderende markt.

P.5

Onze geschiedenis

1989 Ons begin

Het lijkt misschien onbezonnen om in 1989, een jaar waarin het slecht ging met de economie en waarin Koeweit werd binnengevallen, een nieuw bedrijf te beginnen, laat staan in een product op oliebasis, maar dat is precies wat onze oprichter Duncan Wray besloot te doen, oorspronkelijk als vennootschap met onbeperkte aansprakelijkheid.⁴

1990 Onze ontwikkeling

In de loop van 1990 groeide het klantenbestand en vond er een verandering van naam en status plaats. Zo ontstond de BV Actionplas Limited. In de jaren daarna resulteerde gestage groei in een toename van het aantal werknemers en het ontstaan van een groter en breder klantenbestand in allerlei verschillende sectoren. Hoewel de levensmiddelensector voor een groot percentage van deze groei zorgde, verrichtten we ook gespecialiseerd werk, zoals het maken van onderdelen voor bedrijven als Rolls Royce en Aston Martin.

² I have changed *Actionplas* to *we* here to prevent having to start with the company name again, which would be the simplest solution for restructuring the *-ing* clause at the start of the sentence. It does not stand out, as the first person perspective is used a few other times in this section.

³ I have changed the order of the industries. This way, I could add *industrie* after the ones that could not function as nouns.

⁴ It would probably be better to leave out the bit about the *unlimited company*, since this type of business does not have an equivalent in the Dutch legal system and requires an awkward Dutch phrase. That would be quite a big change, not only here, but also in the other places where the following change in status is mentioned. Such a decision would probably require permission from the client.

Halverwege de jaren '90 verliet Actionplas zijn ruim 230m² grote locatie in Yeadon, een voorstad van Leeds, om het vloeroppervlak te verdubbelen naar meer dan 460m². Meer eigen investeringen volgden, met als belangrijkste de aanschaf van de nieuwste apparatuur en productiesoftware. Die machines konden draaien, frezen en snijden. In de paar maanden daarna werden drie nieuwe werknemers aangenomen, waarvan er twee nog steeds in dienst zijn.

In 2000 werd het vloeroppervlak opnieuw verdubbeld met de aankoop van de huidige locatie in Pudsey en werd er opnieuw in nieuwe machines en bekwaam personeel geïnvesteerd. Het bedrijf bleef in de tien jaar daarna gestaag groeien.

2010 Onze huidige situatie

In 2010 vond een belangrijke doorbraak plaats voor het bedrijf toen de zonen van de oprichter een nieuw managementteam aanstelden.

Snelle groei volgde. De verkoop nam toe, er werd meer personeel aangenomen en het eerste leerwerkprogramma binnen het bedrijf werd opgezet.

Sinds 2010 is Actionplas blijven aannemen, investeren en uitbreiden. Zo is er een eigen ontwerpteam in het leven geroepen, zijn er nieuwe, moderne machines aangeschaft en zijn we in 2016 een ISO9000-gecertificeerd bedrijf geworden.

P.6

Machinale bewerking & productie van onderdelen

Actionplas heeft een moderne productielocatie die is uitgerust met de nieuwste CNC- en conventionele machines voor machinale bewerking en productie op maat. Met behulp van de nieuwste CAD/CAM-apparatuur kunnen wij steeds onderdelen van hoge kwaliteit, consistente series en nauwe toleranties leveren.

CNC-draaien

Onze afdeling Draaien is uitgerust met vijf CNC-draaibanken, waarvan er twee voorzien zijn van een automatische barfeeder om onbemande productie mogelijk te maken en bij te dragen aan het produceren van grote series. Wij zijn in staat complexe onderdelen te maken met verschillende diameters.

CNC-frezen

Onze freesafdeling beschikt over⁵ het nieuwste van het nieuwste op het gebied van freestechnologie. We hebben vijf CNC-bewerkingscentra, elk met een capaciteit van vier assen, en een aantal handmatige freesmachines voor alles van eenmalige prototypes tot grote series onderdelen, met zeer nauwe toleranties.

CNC-snijden

Onze afdeling Snijden is uitgerust met drie CNC-snijmachines met groot bed, waarmee onderdelen tot 3m lang en 2m breed kunnen worden gemaakt. Ideaal voor grote series onderdelen.

Onderdelen transportbanden

⁵ Even though the same word (*equipped*) is used for the opening sentences of three consecutive paragraphs, I have decided to create some variation by changing the middle one to make this rather dry section somewhat more appealing.

Door onze samenwerking met een van de meest vooraanstaande producenten van onderdelen voor transportbanden in Europa is ons aanbod hiervan voor de levensmiddelen- en werktuigbouwsector breed en volledig.

Profielen

Actionplas heeft een aantal geëxtrudeerde standaardprofielen op voorraad, waaronder beschermstrips met profiel, bescherming voor ronde en halfronde buizen, zelfklemmende beschermstrips, en C-, U- en J-profielen. Ook bieden we op maat gemaakte profielen, zoals vormen voor kettinggeleiders en gebogen profielen voor hoekslijtage.

Productie

Als aanvulling op onze afdeling Snijden heeft Actionplas een volledige productielocatie om te helpen met de productie van machinebeveiliging, bescherming en andere producten. Met onze lijnbuigmachine kunnen wij tot 3m lange plastic platen maken.

P.7

Reserveonderdelen & gereedschappen

Actionplas is deskundig op het gebied van ontwerp en productie van gespecialiseerde reserveonderdelen en bijbehorende gereedschappen. Onze ontwerpers creëren samen met u innovatieve oplossingen en beperken zo onnodige downtime en dure vervangingsprocedures. Doordat we met de nieuwste 3D-software werken, kunnen we maatoplossingen ontwerpen voor uw situatie. Tot onze producten behoren bijvoorbeeld tweevoudige, gemakkelijk los te koppelen reserveonderdelen van variabele grootte, toevoerschroeven en pucks.

Reserveonderdelen

In de loop der jaren heeft Actionplas geïnvesteerd in geavanceerde apparatuur, software en werknemers met meer dan 20 jaar ervaring in de techniek, waardoor we klanten een concurrerende service kunnen bieden van het allereerste conceptontwerp tot productie en volledig gemonteerde gereedschappen.

Opslag reserveonderdelen

Als aanvulling op onze betaalbare gereedschappen voor reserveonderdelen bieden we ook opslagoplossingen voor ongebruikte reserveonderdelen. Al deze oplossingen worden ontworpen op basis van de behoeften van de klant en kunnen zo worden geproduceerd dat ze in de kleinst mogelijke ruimtes passen. Met behulp van onze unieke tweekleurige platen kan de opslag ook worden voorzien van een kleurcodering om de betreffende onderdelen eenvoudig terug te kunnen vinden.

Ontwerp

Ons ontwerpteam maakt gebruik van de allernieuwste 3D-modelleerssoftware en kan u daardoor helpen verspilling, downtime⁶ en productiekosten terug te dringen.

P.8

5S – werkplekorganisatie

⁶ *Downtime* is one of the English words that have worked their way into Dutch marketing and technical texts. Retaining the English term will stand out less to expert readers than using a Dutch translation.

Met ons tweekleurige HDP-materiaal bieden we klanten een innovatieve opbergoplossing ter ondersteuning van efficiënte productieprocessen, zoals de integratie van 5S, Kaizen of JIT⁷.

Organiseer en onderhoud uw werkplek door onderdelen of gereedschap op te bergen op een schaduwbord dat is gemaakt aan de hand van een van onze tweekleurige opties. Maak⁸ platen die ervoor zorgen dat een reeks onderdelen die nodig zijn voor het monteren van een bepaald onderdeel, allemaal op de juiste plaats te vinden zijn. Door het sterke visuele effect van dit materiaal krijgen klanten en werknemers een kwaliteitsproduct te zien dat bijdraagt aan tevredenheid en trots op de werkplek.

Onze vertegenwoordigers staan klaar⁹ om samen met u 3D-platen van hoge kwaliteit te produceren, waarop ook een uniek bedrijfslogo kan komen te staan.

5S-methode¹⁰

- Geordende doorstroming bewerkstelligen
- Verspilling voorkomen
- De werkplek ordenen

Sorteren

Voorwerpen op de werkplek in drie categorieën indelen: Behoud, Berg op, Breng weg.

Schikken

Overal een plek voor vinden en alles op zijn plek zetten. Materiaal, apparatuur en informatie organiseren, ordenen en opslaan.

Schoonmaken

De werkplek schoonmaken en dit dagelijks bijhouden. Probeer preventieve maatregelen te nemen om de netheid blijvend te maken.

Standaardiseren

Zorgen dat “Sorteren”, “Schikken” en “Schoonmaken” gewoontes worden. 5S wordt onderdeel van de algemene werkroutine.

Systematiseren

Voortdurend toepassen van kennis, vaardigheden en de in het 5S-proces verworven capaciteiten om organisatiebrede effectiviteit te verbeteren.

⁷ *Integration* can apply to only JIT or all three types of processes. In cases like this, the translator needs to determine what makes more sense.

⁸ Since *build board* does not seem to be a specific type of board, I have to assume this is a mistake and either *produce* or *build* should have been used as verb in this sentence, not both.

⁹ As the target text is intended for use outside the UK, I felt leaving out *throughout the UK* was an unavoidable and obvious enough alteration. Still, it would probably need to be mentioned explicitly to the client, if only to check whether they are actually available outside the UK.

¹⁰ This part is a schematic. Therefore, it is especially important not to use significantly more space with the translation. My translations in this schematic vary from being four words shorter than the source text to being one word longer.

Twee fasen

1. Doe alle rotzooi weg!
2. Creëer een systeem, zodat alles een plek heeft en alles op zijn plek staat.

P.9

Schaduwborden voor gereedschap

Visuele hulpmiddelen¹¹ dragen bij aan succesvolle 5S.

Sorteren, Schikken, Schoonmaken, Standaardiseren en Systematiseren. Met ons unieke tweekleurige materiaal kunnen we oplossingen bieden die bijdragen aan een efficiënt productieproces. Alle borden zijn voedselveilig, 100% recyclebaar, onderhoudsarm en eenvoudig schoon te maken. Borden kunnen worden ontworpen voor bestaand gereedschap of zo nodig met nieuw gereedschap geleverd worden.

Hygiëneborden

Visuele hulpmiddelen dragen bij aan succesvolle 5S.

Sorteren, Schikken, Schoonmaken, Standaardiseren en Systematiseren. Met ons unieke tweekleurige materiaal kunnen we oplossingen bieden die bijdragen aan efficiënte productieprocessen. Met hygiëneborden kunnen betere veiligheid in de werkomgeving en hogere betrokkenheid van werknemers worden gestimuleerd. Alle borden kunnen op maat worden ontworpen voor uw situatie en kunnen ook compleet met onderdelen worden geleverd.

Borden & Displays

Actionplas biedt een aantal mogelijkheden voor borden, zoals bedrukte vinylplaten, zeefdrukplaten, interactieve magneetborden, banners, en nog veel meer...

Gedeeltelijk bewerkte materialen

Als aanvulling op onze uitgebreide bewerkingscapaciteiten bieden we ook een groot aantal gedeeltelijk bewerkte materialen uit voorraad aan. Door volledige ondersteuning van alle vooraanstaande materiaalproducenten in Europa kunnen we aan specifieke eisen en verwachtingen van beoogde sectoren voldoen.

Ons assortiment materialen bestaat uit:

- Acetaal, Acryl
- Tweekleurig HDPE
- PVC-schuim, Nylon
- PEEK
- PETPETG
- Polycarbonaat
- Polyetheen (type 300, 500 & 1000)
- Polypropyleen
- PTFE & PVC

¹¹ This is slightly different from the word *management* used in the source text, but conveys the meaning of the paragraph more accurately than a more literal translation with *management* or *beheer*.

We hebben ook enkele metaaldetecteerbare¹² materialen en ander materiaal zoals PU & rubber.

P.10

Sectoren

We zijn in de loop der jaren werkzaam geweest in verschillende sectoren en zijn daardoor in staat zowel technisch als commercieel de meest geschikte oplossingen voor uw situatie te bepalen.

Door onze kennis kunnen we kosten verlagen en een bewerkingservice met snel resultaat bieden voor onderdelen, ongeacht de grootte of complexiteit. We investeren voortdurend in technologie en training, en we streven ernaar klanten een volledige service te bieden. Met behulp van de nieuwste CAD/CAM-apparatuur kunnen we steeds onderdelen van hoge kwaliteit, consistente series en nauwe toleranties leveren.

Wat wij bieden:

- Flinkte besparingen in vergelijking met OEM
- Snellere levertijden dan OEM
- Consistente CNC-series
- Unieke nummers voor onderdelen om bij te dragen aan het standaardiseren van inkoop
- Intern ontwerp en prototypeontwikkeling met behulp van 3D CAD-modelleerssoftware
- Advies- en consultancydiensten op het gebied van materiaalkeuze en -specificatie
- Audits ter plaatse

Levensmiddelen

Actionplas heeft meer dan 25 jaar dienstverleningservaring in de levensmiddelensector en heeft bijvoorbeeld reserveonderdelen, geleiders, lagerbussen, tandwielen & raderen, rollen en beveiliging in de productieketen. We hebben niet alleen de voorzieningen om onderdelen op basis van tekeningen te produceren, maar zijn ook in staat om nauwkeurig vervangende onderdelen te produceren aan de hand van beschadigde of versleten voorbeelden. Vanwege onze kennis van deze sector¹³ zijn we de eerste keus geworden van verschillende van de meest vooraanstaande bedrijven ter wereld.¹⁴

Motorvoertuigen

Voor het gehele productieproces van motorvoertuigen worden vaak CNC-onderdelen gebruikt. Door onze ervaring binnen deze markten kunnen wij voldoen aan de strenge toleranties in de sector bij het ontwerpen en produceren van gespecialiseerde onderdelen en gereedschappen op maat, ter bevordering van het productieproces.

¹² Even though *metaaldetecteerbaar* might not be an official Dutch word, its meaning is clear enough for the reader to use it here, since the sentence would not fit in the existing layout with something like *waarneembaar door metaaldetectoren*. Moreover, the word is used in some parallel texts.

¹³ This seems to refer to the food and drink industries (plural). Since I chose one industry name as translation, *industries* becomes *sector* here.

¹⁴ Since this is clearly a strong statement, I have decided to simply end it with one full stop instead of three.

P.11

Farmaceutisch

Actionplas heeft een uitgebreid scala aan onderdelen geleverd aan farmaceutische bedrijven in heel Europa. Wij zijn erin geslaagd op korte termijn volgens de geldende sectornormen te voldoen aan de meest veeleisende productieaanvragen, waarbij strenge toleranties en snelle levertijden essentieel waren. Naast volledige conversies van productieketens hebben we onder andere toevoerschroeven, sterwielen, ploegen, geleiders en pucks geleverd.

Grafisch

Actionplas werkt sinds een aantal jaar nauw samen met de steeds veranderende grafische sector voor de productie van bijvoorbeeld wielen, lagerbussen, tandwielen, geleiders, liners met spoel, trolleys, skateboards en machinebeveiliging. Omdat wij in staat zijn hoogwaardige OEM-vervangende onderdelen te produceren met snelle levertijd, downtime kunnen verlagen en kennis hebben van de sector, zijn we uitgegroeid tot eerste keus van een groot deel van de voornaamste grafische specialisten in het VK.

Recreatie

Actionplas biedt een volledige service voor de recreatiesector op het gebied van ontwerp en CNC-bewerking. Met behulp van de allernieuwste 3D CAD-software en een breed scala aan tweekleurig materiaal uit voorraad kunnen we samen met uw ontwerpers uw ideeën verwezenlijken.

Persoonlijke verzorging

Actionplas heeft een uitgebreide reeks onderdelen geleverd aan bedrijven in persoonlijke verzorging in heel Europa. Wij zijn erin geslaagd op korte termijn volgens geldende sectornormen te voldoen aan de meest veeleisende productieaanvragen, waarbij strenge toleranties en snelle levertijden essentieel waren. Naast volledige conversies van productieketens hebben we onder andere toevoerschroeven, sterwielen, ploegen, geleiders en pucks geleverd.

P.12

Actionplas

Plastics in action

Adres

Actionplas Ltd, 23 Richardshaw Road, Grangefield Industrial Estate, Pudsey, Leeds LS28 6QW, Verenigd Koninkrijk¹⁵

Telefoonnummer

+44 113 255 3355¹⁶

E-mail

sales@actionplas.co.uk

¹⁵ I have added the country to the address, since this is no longer obvious for the target audience.

¹⁶ If the company is to be reached by Dutch readers, the country code needs to be in the phone number.

Translation ES

P.1

EQUIPSERV

Your equipment – our service

Uw onafhankelijke partner voor service & onderhoud

P.2

Equipserv, uw onafhankelijke partner voor service & onderhoud

“Equipserv heeft maar één doel: onze klanten helpen hun afvalverwerkingsapparatuur zo efficiënt en goedkoop mogelijk te gebruiken. Door onze unieke achtergrond hebben we een indrukwekkende hoeveelheid ervaring opgedaan en hebben we de juiste systemen, tools en diensten ontworpen om te voldoen aan de behoeften van bedrijven die de meest efficiënte processen en werkwijzen voor SMR (service, maintenance and repair)¹⁷ willen toepassen.”

Chris Duckett

Algemeen Directeur, Equipserv UK

Vanwege de grote druk op het bedrijfsleven kijken veel succesvolle bedrijven tegenwoordig goed naar de kosten van processen en werkwijzen die geen toegevoegde waarde hebben. De conclusie was dat veel randactiviteiten efficiënter kunnen worden uitgevoerd door externe partners dan door inzet van kostbare interne middelen.

Zoals voor de meeste bedrijfsactiviteiten geldt, zijn de processen en werkwijzen van twee bedrijven nooit identiek. Voordat we een gedetailleerd voorstel ontwikkelen, voeren wij daarom een grondige evaluatie van uw afvalverwerkingsapparatuur uit, waarbij we alle relevante mensen uit uw bedrijf betrekken. Dan volgt formele benchmarking tegen onze uitgebreide sectordatabases. In dat stadium kunnen gebreken in werkwijze en prestaties worden vastgesteld, mogelijkheden voor verbetering worden aangeduid en de middelen voor het monitoren van de vooruitgang worden geboden.

Equipserv is al meer dan dertig jaar de voorkeurspartner van bedrijven en publieke organisaties die waarde hechten aan voortreffelijke service en levering op het gebied van SMR. Niet alleen vanwege de betrouwbare en efficiënte afvalverwerkingsfuncties waarvan we¹⁸ ze voorzien, maar ook vanwege de toegevoegde waarde voor hun werkzaamheden op de lange termijn en het effectievere gebruik van kapitaalmiddelen.

P.3

SMR van topkwaliteit – de sleutel tot efficiënte processen

In een ondernemingsklimaat waarin de druk om winst te maken almaar toeneemt, is kostenbeheersing op het gebied van service en onderhoud van cruciaal belang.

¹⁷ The Dutch *service, onderhoud en reparatie* is used in parallel texts, but not with an abbreviation. The abbreviation *SMR* is sometimes used in Dutch texts and is probably clear enough here. By changing the order of abbreviation and full term, I have tried to make sure I can also use the full Dutch term later on when the abbreviation is not used. I would have preferred to add a Dutch translation here and write *service, onderhoud en reparatie (SMR – service, maintenance and repair)*, but that would take up too much space.

¹⁸ I have decided to use *we* in this sentence. The source text refers to Equipserv with *it* here, which would be rather strange in Dutch. Since *we* is used before in this section, it will not stand out.

Bij succesvolle bedrijven behoren service, onderhoud en reparatie tot de kern van de planning, zodat ze aan operationele verwachtingen kunnen voldoen en tegelijk kosten en downtime terug kunnen dringen en de waarde van hun afvalverwerkingsapparatuur kunnen behouden.

We hebben onze positie als belangrijkste leverancier van service, onderhoud en reparatie voor afvalverwerkings-, recycle- en laad- en losapparatuur¹⁹ in het Verenigd Koninkrijk weten te behouden door het aanwenden van onze jarenlange ervaring, technische deskundigheid en innovatiedrang op alle gebieden van diagnostisch onderhoud en reparatie.

Omdat we geen banden hebben met fabrikanten van apparatuur, kunnen we een onafhankelijke en volledig onpartijdige service bieden.

Het resultaat is een complete oplossing die aansluit bij uw servicebehoeften voor apparatuur en die u maximale waarde en effectiviteit van uw afvalverwerkingswerkzaamheden oplevert.

Een gestructureerde benadering van service, onderhoud en reparatie

Door onze aanpak op basis van overleg zijn we in staat de betrouwbaarheid van machines te verbeteren en vast te stellen waar storingen door worden veroorzaakt. Met behulp van onderdelen van de oorspronkelijke fabrikant, inspecties van machines en passende onderhoudsschema's kunnen we alle mogelijke problemen aanpakken die rechtstreeks invloed hebben op de uptime van machines en op uw productiviteit.

De voordelen van servicepakketten

Gepland onderhoud en regelmatige servicebeurten voor uw apparatuur leveren u een schat aan financiële en operationele voordelen op die zich direct vertalen in lagere kosten en grotere potentiële winst:

Minder downtime

Downtime betekent verloren productie en heeft rechtstreeks effect op uw winst.

Hoewel geen enkel onderhoudsprogramma storingen en uitval volledig kan uitsluiten, kan de kans hierop met adequate servicebeurten aan de hand van een vaste checklist wel aanzienlijk worden verkleind en kan de gemiddelde tijd tussen storingen worden verlengd.

Verbeterde bedrijfsefficiëntie

Machineonderdelen en aandrijflijnen die volledig worden onderhouden, leveren betere prestaties. Met die verbeterde efficiëntie ontstaat ook snellere verwerking en recycelaat van hogere kwaliteit, dat kan worden hergebruikt of verkocht tegen een hogere marktwaarde.

Lagere veiligheids- en gezondheidsrisico's

Doordat we trainingen ter plaatse bieden voor het veilig beheren en hanteren van afvalverwerkingsapparatuur, kunt u voldoen aan alle vereisten en de veiligheid van uw

¹⁹ *Backstageapparatuur* would probably make readers think of movie sets, as I cannot find any parallel texts using this term in another sense. Since loading equipment is meant here – as becomes clear on page 10 – I have decided to use that here.

werknemers vergroten. Als onderdeel van deze service voeren we V&G-inspecties uit om de LOLER-normen voor hijswerkzaamheden en -apparatuur²⁰ na te leven.

Duurzaamheid

Verlaagd energie-, olie- en brandstofgebruik draagt bij aan het verminderen van uw ecologische voetafdruk.

Tel daarbij het verbeterde rendement op van gerecyclede materialen van hogere kwaliteit als rechtstreeks gevolg van efficiëntere werkwijzen, en u zult zien dat een goed onderhouden machinepark significant kan bijdragen aan uw duurzaamheidsdoelstellingen.

P.4

Onze unieke benadering

Het is onze zaak om te zorgen dat uw afval- en materiaalverwerkingsinstallatie zo effectief en betrouwbaar mogelijk draait, zodat u zich bezig kunt houden met de kerndoelstellingen van uw bedrijf.

Het consultatieproces

Door onze consultatiebenadering zijn wij in staat een beter beeld van uw bedrijf te krijgen en een oplossing te creëren die specifiek voor uw werkzaamheden is ontworpen. We bieden onderhoudscontracten met schaalbare oplossingen die aansluiten bij de serviceverlening, en met flexibele aanpassings- en uitbreidingsmogelijkheden aan de hand van seizoensfluctuatie en andere factoren.

Het begint met een grondige evaluatie van uw bedrijf en de servicevereisten, en een gedetailleerde analyse van waar uw behoeften liggen.

Wanneer we ons eerste onderzoek hebben uitgevoerd, presenteren we de resultaten in een discussiestuk, zodat u ons beeld van uw bedrijf kunt controleren. Hierin wordt onze beoordeling uiteengezet van serviceniveaus, -frequenties en -ondersteuningsfuncties voor de meest kosteneffectieve aanpak voor het beheer van uw vereisten op het gebied van service, onderhoud en reparatie.

Nadat we input hebben verkregen van en consensus hebben bereikt met alle groepen stakeholders, stellen we een formeel voorstel op, waarin de projectdoelen, uitgesplitste budgetten en kosten, tijdschema's, KPI's, essentieel personeel en competenties worden gespecificeerd die de basis vormen voor ons aanbod.

De partnerschapsbenadering van Equipserv

Wij hanteren een transparante benadering van contractvoorstellen, waarbij we intensief overleggen met potentiële klanten om te garanderen dat we aan hun behoeften en zorgen op het gebied van waarde, kosteneffectiviteit en verwachte serviceniveaus tegemoetkomen.

P.6-7

²⁰ With the full English regulation title, Dutch readers would either have trouble understanding what it is or be annoyed because they already know what LOLER is. Replacing the full term with a Dutch in-text explanation is quite a natural way to avoid both of these effects.

Ons proces van voorstellen en uitvoeren

Eerste consult, beoordeling en audit

Tijdens onze eerste consultatiefase²¹:

- Bepalen we oplossingen
- Beoordelen we oplossingen
- Specificeren we oplossingen
- Leggen we oplossingen vast

Als alle partijen vervolgens akkoord gaan:

- Voeren we oplossingen uit

Locatiebezoek

Ons team voert een gedetailleerde mechanische en veiligheids- en gezondheidsaudit uit voordat we ons onderhouds- en/of installatieplan ten uitvoer brengen.

Installatie

We leveren een complete installatieoplossing, met:

- Volledige inspectie van ruimte, ventilatie, elektriciteit en toegankelijkheid
- Logistiek, levering en lossen
- Uitgebreide training in het gebruik van alle nieuwe apparatuur
- Volledig gebruiks- en methodenpakket met beschrijving van bediening en indicatoren, gebruiksinstructies, aansluit- en hydraulische schema's, onderhoudsplanningen, en alle relevante informatie over veiligheid en gezondheid

SMR

Binnen ons uitgebreide pakket SMR-diensten vallen:

- Audits
- Volledige V&G-inspectie²²
- Keuring en inventaris activa
- Foutenanalyse onderdelen
- Analyse oliemonsters
- Handleidingen voor normale slijtage
- Verplaatsen en beheer van inventaris
- Beheerinformatiediensten

Buitengebruikstelling

Een complete service om apparatuur buiten gebruik te stellen en veilig van uw terrein te verplaatsen:

- Locatie-inspectie en -beoordeling
- Ontmanteling

²¹ Literally translating *we will* into *zullen we* results in unnatural use of the future tense in Dutch. Normally, a section like this would be in the present tense. In order to change this without having to change the phrasing too much, using up too much space, or making the phrasing less personal, I have decided to transfer *we* into the enumeration.

²² *Veiligheids- en gezondheidsinspectie* would take up too much space within this layout, so I have decided to use the abbreviation that has been used before in this CB.

- Transport
- Locatiesanering
- Elektrische 'maak-het-veilig'-service

Renovatie

Een volledige renovatieservice met gebruik van apparatuur van oorspronkelijke fabrikanten, voor flinke besparingen t.o.v. aanschaf van nieuwe apparatuur

Training

Training op locatie met essentiële gebruiks- en beheeraspecten:

- Schoonmaak
- Controle en vervanging olie en hydraulische vloeistof
- Training nieuwe gebruikers
- Opfrustraining
- 'Train-de-trainer'-sessies
- Erkende Veiligheids- en Gezondheidstraining

P.8

Consultancy, uitvoering en levering

Aansprakelijkheid & controle

Als SMR-klant van Equipserv heeft u een toegewijde Accountmanager die als aanspreekpunt optreedt, aangeeft wanneer het tijd is voor een servicebezoek, u op de hoogte houdt en eventuele werkzaamheden met u bespreekt voor ze worden uitgevoerd, om altijd volledige aansprakelijkheid te garanderen.

Volledige veiligheids- en gezondheidsaudit

De veiligheid van uw werknemers en het grote publiek is van cruciaal belang. Onze V&G-audit zit standaard bij alle onderhoudscontracten en opdrachten voor ingebruikname en buitengebruikstelling, en omvat training voor veilig werken, inspectie van alle onderdelen die essentieel zijn voor veiligheid, en zo nodig herstelwerkzaamheden.

Projectmanagement

Voor klanten die een volledig uitbestede oplossing willen, bieden we volledig projectmanagement op locatie aan.

Keuringen van activa

Voordat we reparaties of onderhoud aan uw apparatuur uitvoeren, keuren we eerst grondig en objectief de staat ervan om u een volledig beeld te geven van welke acties uitgevoerd moeten worden en welke problemen in de toekomst zouden kunnen ontstaan.

Foutenanalyse onderdelen

Onderdelen waarbij een storing heeft plaatsgevonden of lijkt te gaan plaatsvinden, worden onderzocht met behulp van precisiediagnostiek. Vaak betekent een storing bij één onderdeel dat er ook fouten op andere plekken zitten, en door de echte oorzaak van een storing te achterhalen kunnen we een vollediger beeld krijgen van de algemene staat van een machine.

Analyse oliemonsters

Door gedetailleerde analyse van monsters van motor-, transmissie- en hydraulische olie krijgen we essentiële informatie over de algemene staat van machines, waardoor we potentiële problemen kunnen vaststellen en de tijd tussen olieversingsbeurten kunnen verlengen.

Handleiding voor normale slijtage

Klanten van Equipserv ontvangen een handleiding voor normale slijtage²³, waarin precies wordt uitgelegd welke storingen in de categorie normale slijtage vallen, zodat onverwachte onderhoudsproblemen en extra kosten zoveel mogelijk kunnen worden beperkt.

Verplaatsen en beheer van inventaris

Toezicht op het tijdig en veilig verplaatsen van machines van de ene locatie naar de andere.

Beheerinformatiediensten

Door een volledig controlespoor – inclusief gegevens over onderhoudshistorie, reparaties, responstijden, rapporten en reiskosten van monteurs – beschikt u over een helder en uitgebreid beeld van de algehele SMR-efficiëntie.

P.9

Waarom Equipserv?

Door kosteneffectieve techniek, ondersteund door gerichte klantenservice en proactief accountmanagement en beheer van activa, is Equipserv bewezen de belangrijkste partner voor SMR op het gebied van afvalverwerking.

Met onze noodreparatiediensten bieden we waar nodig snelle, effectieve eenmalige reparaties waardoor machines weer normaal kunnen functioneren, en Equipserv heeft binnen de sector een ongeëvenaard slagingspercentage van reparaties.

Training

Naast SMR-diensten hebben we ook een reeks modules voor interne training ontwikkeld.

In veel gevallen kan de oorzaak van een storing in apparatuur worden teruggeleid naar verkeerd gebruik of een fout van de bediener vanwege een gebrek aan gedegen training, in combinatie met slechte beheerpraktijken waardoor de machines niet vaak genoeg schoongemaakt zijn en niveaus van hydraulische vloeistoffen en oliën niet zijn gecontroleerd.

Onder onze trainingsservice valt training van nieuwe gebruikers, opfrustraining en veiligheids- en gezondheidstraining, om het risico voor werknemers en het grote publiek zoveel mogelijk te beperken.

Equipserv is bevoegd om trainingscertificaten uit te reiken en biedt 'train-de-trainer'-cursussen aan om klanten te helpen de kwaliteit te waarborgen terwijl hun bedrijf groeit.

Over onze technici

²³ Since I do not know whether this document has or will have a Dutch name, I have left out the capital letters.

Bij Equipserv vinden we alleen de beste mensen goed genoeg om onze diensten ten uitvoer te brengen bij onze klanten.

Onze technici zijn stuk voor stuk geroutineerde werktuigbouwkundigen of elektrotechnici met minimaal 20 jaar ervaring in meerdere verschillende uitdagende werkomgevingen, en behoren tot de besten in deze sector²⁴. Ze gebruiken geavanceerde diagnostische tools en apparatuur, en versterken zo uw SMR-werkzaamheden binnen het onderhoudsproces met hun ongeëvenaarde ervaring en technische kennis.

P.10

Onze vakgebieden

Door onze diepgaande kennis, brede ervaring en nauwe samenwerking met grote fabrikanten zijn we in staat diensten te leveren voor alle soorten verwerkings- en laad-en losapparatuur:

Afvalverwerking

- Afvalpersen
- Roll-packers
- Rotatieverdichters
- Balenpersen (horizontaal, verticaal, enkel- of meerkamer)
- Shredders
- Vatenpersen

Laden en lossen

- Dockbumpers
- Docklevellers
- Schaarliften
- Deuren
- Dockshelters
- Apparatuur voor laadperrons
- Vrachtwagenblokkeringen
- Kiepsystemen voor containers

Onze dienstensectoren

Equipserv biedt op maat gemaakte contracten voor service, onderhoud en reparatie van afvalverwerkings- en laad- en losapparatuur in een groot aantal industrieën en sectoren:

- Supermarkten en detailhandelaars
- Opslag en logistiek
- Plaatselijke autoriteiten
- Gezondheidsdienst, plaatselijke autoriteiten en onderwijs
- Afvalverwerkers
- Bedrijven voor faciliteitenbeheer

²⁴ In order to avoid starting two sentences in this short paragraph with *onze technici* or with *ze*, I have put these two sentences together. This also increases the flow of the Dutch paragraph, as the middle sentence would have been very short otherwise.

- Afvalrecyclers
- Aannemers voor afvalverwerking
- Fabrikanten
- Druk- en papierbedrijven

De langetermijnrelaties die we met onze klanten hebben, vormen het bewijs van het niveau en de kwaliteit van de service die zij ontvangen, ongeacht de omvang en de aard van de werkzaamheden.

P.11

Voorsprong op de concurrentie door uitstekende bedrijfsvoering

Equipserv kan de belangrijkste aspecten van uw afvalverwerkingsapparatuur beoordelen en beheren, en uw bedrijf op die manier helpen efficiënter te worden en beter in staat om de mogelijkheden te benutten die zich binnen uw bedrijf voordoen. Samenwerken met Equipserv kan van toegevoegde waarde zijn doordat wij:

- Bedrijfs- en onderhoudskosten verlagen
- Levensduur van apparatuur verlengen
- Beschikbaarheid en betrouwbaarheid van installaties optimaliseren
- Managementtijd vrijmaken
- Storingen verminderen en werkzaamheden vlotter laten verlopen
- Doorstroom verbeteren
- Verbeterde dienstverlening leveren
- Exploitatiekosten verlagen
- Controle over werkzaamheden verbeteren
- Kostenzekerheid bieden
- Operationele en milieurisico's verminderen
- Veiligheids-, gezondheids- en milieuprestaties verbeteren
- Investeringsuitgaven opschorten
- Inkoopkosten verlagen
- Flexibiliteit vergroten

Voor informatie over hoe Equipserv van waarde kan zijn voor uw recyclewerkzaamheden kunt u ons bellen via +44 114 246 8679 of naar www.equipservuk.com gaan.

P.12

Equipserv

Your equipment, our service

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Ecclesfield, Sheffield
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Verenigd Koninkrijk
T +44 114 246 8679
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Appendix 3 – Source texts

Source text Actionplas





**“We are dedicated
to delivering a
premium service
with competitive
pricing and rapid
lead times.”**



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Our History

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Change Parts
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5S Methodology section
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9 Semi-finished Materials

10 Industries Served

Food & Drink
Automotive
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Leisure
Print
Personal Care

Welcome to Actionplas

Established in 1989 and becoming a limited company in October 1990, Actionplas has grown into one of the largest speciality machinists and suppliers of plastics in the United Kingdom. With continued investment in staff, state of the art machinery and an extensive stock range, Actionplas offer an outstanding service encompassing competitive pricing and excellent lead times.



Who We Are

As one of the UK's leading speciality machinists and suppliers of plastic, Actionplas is dedicated to delivering a premium service with competitive pricing and rapid lead times.

Based in Leeds, West Yorkshire, Actionplas use state-of-the-art CNC and conventional machinery to supply a varying range of speciality machined plastic components to large and small businesses across the UK & Europe. Covering a wide range of industries, Actionplas manufactures products for the food and drink, automotive, pharmaceutical, print, leisure and personal care industries.

Since trading began in 1989, Actionplas has maintained strong working relationships with many early clients, whilst enhancing our constantly expanding customer base year upon year.

Our sole aim to offer our customers the complete service is supported through our continued investment in technology and training, as well as our ability to remain flexible and dynamic amidst evolving market trends.

Our History

1989

How We Started...

In 1989 with a struggling economy and an invasion of Kuwait it would seem foolhardy to start a fledgling business, especially in an oil based product, but that's what our founder Duncan Wray took on, trading first as an unlimited company.

1990

How We Evolved...

During 1990 with an increasing customer base came a change of name & status as Actionplas Limited was formed. Steady growth in the years to come resulted in more staff been employed and the Actionplas customer base becoming larger & more widespread, covering many varied industries. Though the food & drink sector counted for a large percentage of this growth, specialist work was also done, manufacturing parts for companies such as Rolls Royce & Aston Martin.

In the mid 90's Actionplas moved from their 2500 square feet premises in Yeadon, an outer suburb of Leeds, doubling floor space to over 5000 square feet. With more self-funded investment following, mainly with the introduction of state of the art machinery & manufacturing software. These machines covering turning, milling & routing. Over the next few months three new employees were taken on, 2 of which are still employed today.

In 2000 the company again doubled its floor space, purchasing the Pudsey premises they are in today, again investing in new machines & additional skilled staff. Steady growth continued throughout the following ten years.

2010

Where We Are Today...

In 2010 a major breakthrough came in the advancement of the company with the founder's sons forming a new management team.

Rapid growth followed. With sales increasing, more staff employed & the commencement of the company's first apprenticeship scheme.

Since 2010 Actionplas has continued to employ, invest & expand with the introduction of its very own design team, new state of the art machinery & by becoming an ISO9000 accredited company in 2016.

TODAY

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5

Machined & Fabricated Components

Actionplas has a modern production facility equipped with the latest CNC & conventional machinery dedicated to bespoke plastic machining & fabrication. Using the latest CAD/CAM equipment enables us to consistently provide high quality components, batch consistency and close tolerance work.



CNC Turning

Our Turning division is equipped with 5 CNC lathes, 2 of which are fitted with an automatic bar feeding system to enable lights out operation & aid in large batch production. We have the ability to manufacture complex components in varying diameters.



CNC Milling

Our milling department is equipped with the very latest in milling technology. We have 5 CNC machining centres all with 4 axis capability along with a number of manual milling machines for one-off prototyping through to high volume batch components, working to extremely tight tolerances.



CNC Routing

Our routing division is equipped with 3 large bed CNC routers capable of machining parts up to 3mtrs in length and to a width of 2 mtrs. Ideal for large batch quantity components.



Conveyor Parts

Working with one of Europe's leading manufacturers of conveyor parts we are able to offer a wide and comprehensive range of conveyor components, for the food, beverage and engineering industries.



Profiles

Actionplas offer a number of standard extruded profiles from stock, including profiled wearstrip, round bar cover, half round cover, snap on wearstrip, 'C' channels, 'U' channels and 'J' leg. We also offer custom machined profiles such as chain guide shapes and corner wear bends.



Fabrication

To compliment our routing division Actionplas have a full fabrication facility to help in the manufacture of machine guarding, covers & other fabricated items. With our line bender we can form plastic sheet up to 3mtrs in length.

Change Parts & Change Part Tooling

Actionplas specialise in the design & manufacture of specialist change parts & change part tooling. Our designers work with you to create innovative solutions, reduce unnecessary downtime & costly changeover procedures. Working with the latest 3D software we are able to design bespoke solutions that work for you. Our products include multi-size dual product quick release change parts, scrolls/feed screws & pucks.



Change Parts

Over the years Actionplas have invested in cutting edge equipment, software & personnel with over 20 years experience within engineering, which enables us to offer customers a competitive service from initial conceptual design through to manufacture and fully assembled tooling.



Change Part Storage

To compliment our affordable change part tooling we also offer storage solutions for off line change parts. All storage solutions are designed based on our customer requirements and can be manufactured to fit the smallest of locations. Using our unique dual colour boards, storage can also be coloured coded to clearly identify the relevant parts.



Design

Working with the very latest 3D modelling software our design team can work with you to reduce wastage, down time and manufacturing costs.

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5S - Workplace Organisation

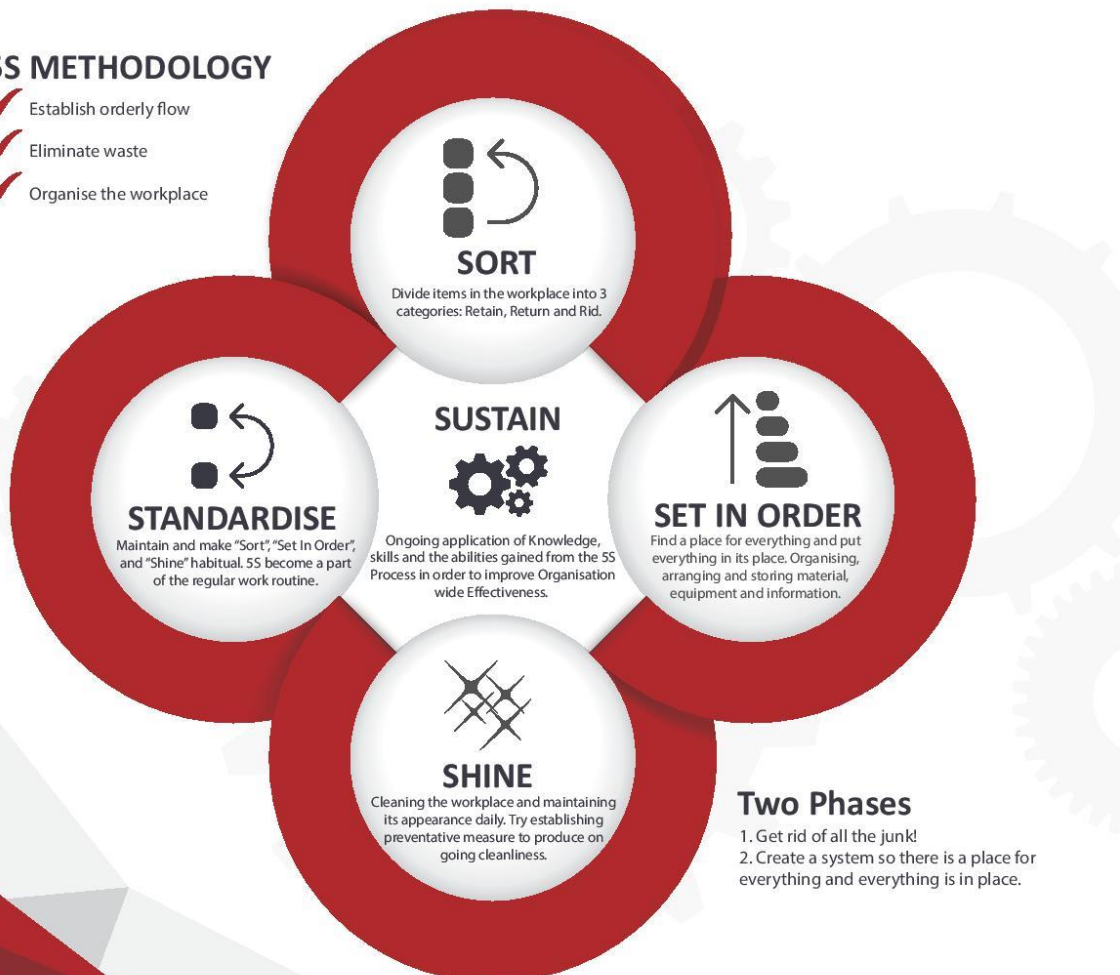
With our dual colour HDP material we offer customers an innovative work holding solution to support the lean manufacturing processes such as 5S, Kaizen or JIT integration.

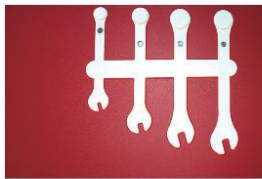
Organise and maintain your work areas by storing parts or tools on a shadow board manufactured using our range of dual colours. Produce build boards that guarantee that a range of parts required to assemble end components are all at hand in their correct place. The high visual effect of this material presents a quality product to customers and employees, encouraging satisfaction and pride in the workplace.

Our representatives are available throughout the UK to work with you and produce high quality 3D boards that can include unique company logos.

5S METHODOLOGY

- ✓ Establish orderly flow
- ✓ Eliminate waste
- ✓ Organise the workplace





Tool Shadow Boards

Visual management sustains 5S success.

Sort, Set in order, Shine, Standardise & Sustain with our unique dual colour material we can offer solutions that help maintain the lean manufacturing processes. All boards are food safe, 100% recyclable, Low maintenance & easy to clean. Boards can be designed to fit existing tooling or be supplied complete with new tooling as required.



Hygiene Boards

Visual management sustains 5S success.

Sort, Set in order, Shine, Standardise & Sustain with our unique dual colour material we can offer solutions that help maintain the lean manufacturing processes. Hygiene boards help promote better safety within the work environment & offer a higher employee engagement. All boards can be custom designed to suit your requirements and can also be supplied complete with parts.



Signage & Display

Actionplas offer a number of signage solutions including vinyl printed panels, screen printed panels, magnetic interactive boards, banners, and much more...

Semi-Finished Materials

To compliment our extensive machining capabilities, we also offer a large range of semi-finished materials from stock. Fully supported by all the leading material manufacturers in Europe, we are able to meet the specific demands and requirements of targeted industries.

Our material stock range includes:

- Acetal, Acrylic
- Dual Colour HDPE
- Foam PVC, Nylon
- PEEK
- PETPETG
- Polycarbonate
- Polyethylene (300, 500 & 1000 grade)
- Polypropylene
- PTFE & PVC

We also offer various metal detectable materials and other material such as PU & rubber.

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Industries Served

Having worked with a number of industries over the years we are able to identify the most technically and commercially appropriate solutions for your requirements.

Our knowledge gives us the ability to reduce costs and offer a fast turnaround machining service for components, whatever the size or complexity. With our ongoing investment in technology and training we aim to offer our customers the complete service. Using the latest CAD/CAM equipment enables us to consistently provide high quality components, batch consistency and close tolerance work.

What We Offer:

- Extensive cost savings in comparison to OEM
- Reduction in lead times against OEM
- CNC batch consistency
- Unique part numbers to assist in standardisation of purchasing
- In-house design and prototyping using 3D CAD modelling software
- Advisory and consultancy service on material selection and specification
- On-site audits



Food & Drink

Actionplas have over 25 years of experience servicing the food and drink industry with production line components such as change parts, guides, bushes, gears & sprockets, rollers and guarding. We have the facilities to not only manufacture parts from drawings but also the ability to accurately manufacture replacement components from either damaged or worn samples. Our knowledge of these industries has led to us been the number one choice for some of worlds leading blue chip companies...



Automotive

Automotive manufacturing often utilises CNC components throughout production. Our experience within these markets allows us to meet demanding industry tolerances when designing and producing bespoke, specialist components & tooling to help the production process.



Pharmaceutical

Actionplas have supplied an extensive range of components to pharmaceutical companies in the UK and across Europe. With demanding tolerances and quick lead times essential, we have been able to meet the most demanding production orders to industry-leading standards at short notice. Along with full line conversions other items supplied include feedworms/scrolls, starwheels, ploughs, guides & pucks...



Print

Actionplas has worked closely with an ever changing print industry for a number of years, producing items such as wheels, bushes, gears, guides, reel liners, trolleys, skateboards & machine guarding. Our ability to produce credible OEM replacement parts on a short lead time and to reduce down time along with our knowledge of the industry has led us to been the number one choice for a large selection of the UK's leading print specialists.



Leisure

Actionplas offer a comprehensive design & CNC machining service to the leisure industry. Using the very latest 3D cad software coupled with a large selection of dual colour materials from stock we are able to work with your designers to bring your ideas to reality.



Personal Care

Actionplas have supplied an extensive range of components to personal care companies in the UK and across Europe. With demanding tolerances and quick lead times essential, we have been able to meet the most demanding production orders to industry-leading standards at short notice. Along with full line conversions other items supplied include feedworms/scrolls, starwheels, ploughs, guides & pucks...



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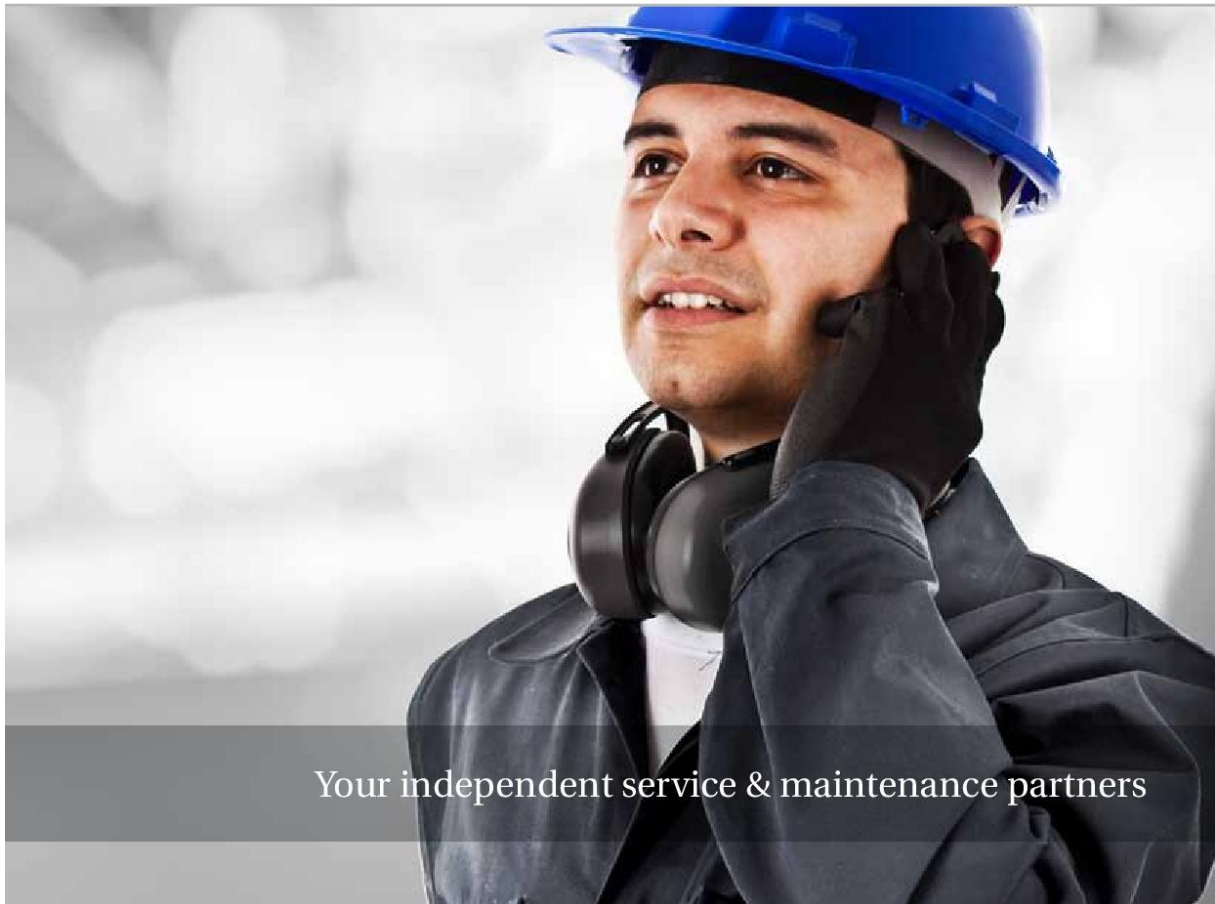
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Source text Equipserv



Equipserv, your independent service & maintenance partners

SMR excellence – the key to process efficiency



“Equipserv is driven by a single purpose, to help our clients operate their waste handling equipment at maximum efficiency and at minimum cost. Our unique background means that we have built up an impressive amount of experience and have designed the right systems, tools and services to meet the needs of those companies who wish to employ the most efficient service, maintenance and repair (SMR) processes and operations available.”

Chris Duckett
Managing Director, Equipserv UK

Pressures on business have meant that many successful companies now look closely at the costs of non-value-adding processes and operations. They have concluded that many peripheral activities can be more efficiently undertaken by external partners rather than by tying up expensive internal resources.

As with most business activities, no two companies, processes and operations are identical. Before developing a detailed proposal we undertake a thorough review of your waste handling equipment, involving all the relevant people from your organisations. Formal benchmarking against our comprehensive industry databases will follow. At this stage it is possible to identify operational weaknesses and performance gaps and to highlight opportunities for improvement as well as providing the means of monitoring progress.

For over thirty years, Equipserv has been the partner of choice for businesses and public sector organisations who value exceptional service and delivery in SMR. Not just for the reliability and efficiency it brings to their waste handling functions, but for the long-term value it adds to their operations and the more effective use of capital resources it promotes.

In a business climate that exerts ever increasing pressure to deliver profitably, the need to control service and maintenance costs is paramount.

The businesses that succeed place service, maintenance and repair at the heart of their planning, allowing them to meet operational expectations while driving down costs, minimising downtime and maintaining the asset value of their waste handling equipment. We have maintained our position as the UK's leading service, maintenance and repair provider for waste handling, recycling and backstage equipment by harnessing our many years' experience, our technical excellence and our commitment to innovation in all areas of diagnostics servicing and repair. With no affiliation to any one equipment manufacturer, we are able to offer an independent and completely impartial service. The result is a complete solution to your equipment service needs that delivers maximum value and cost effectiveness to your waste recycling operations.

A structured approach to service, maintenance and repair

Our consultative-based approach helps us improve the reliability of machinery and to identify why breakdowns happen. Using original manufacturer's parts, machine overhauls and appropriate maintenance schedules, we can address any recurring problems that impact directly on machine uptime and your productivity.

The benefits of service packages

Scheduled maintenance and regular servicing of your equipment brings a wealth of financial and operational benefits that translate directly into lower costs and greater potential profits.

Reduced downtime

Downtime means lost production and a direct impact on your bottom line. While no maintenance programme can eliminate breakdowns and outages altogether, adequate servicing against a regular checklist will make it much less likely and extend mean times between failure.

Improved business efficiency

Machine components and power trains that are fully maintained perform better. With that improved efficiency comes sparser processing and a better quality of recycle for re-use or sale at a higher market value.

Reduced health and safety risk

Our onsite training in the safe management and operation of waste handling equipment helps you meet your obligations while offering improved levels of protection for your workforce. As part of this service, we conduct H&S inspections to include LOLER (The Lifting Operations and Lifting Equipment Regulations) testing.

Sustainability

Reduced energy, oil and fuel consumption all contribute to a direct reduction in your carbon footprint. Add to that the increased throughput of higher quality recycled materials as a direct result of more efficient operation, and a properly maintained portfolio of machinery can make a significant contribution to your sustainability targets.

Our unique approach

Our business is to make sure your waste and materials handling plant operates as effectively and as reliably as possible so you can focus on your core business objectives.

The consultative process

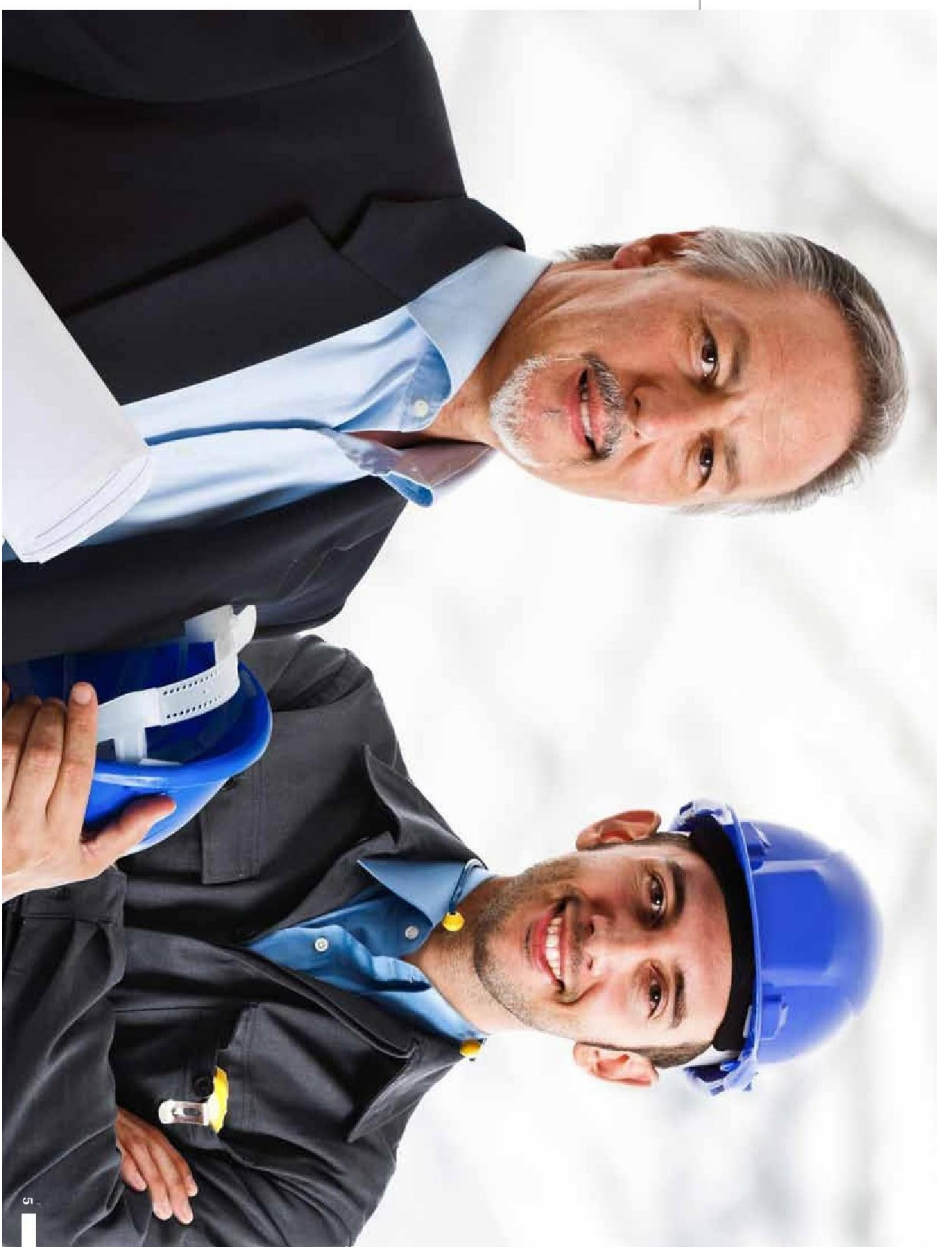
Our consultative approach allows us to develop a much better understanding of your business and to produce a solution that is designed specifically for your operations. Our maintenance contracts offer scalable solutions to match service provision and the flexibility to adapt and expand as seasonal fluctuations and other factors dictate. It starts with a thorough appraisal of your business, its service requirements and a detailed analysis of where your needs lie.

Once we've conducted the initial research, we'll present it in the form of a discussion document so you can check our understanding of your business. This will set out our assessment of the service levels, frequencies and support functions for the most cost effective approach to the management of your service, maintenance and repair requirements.

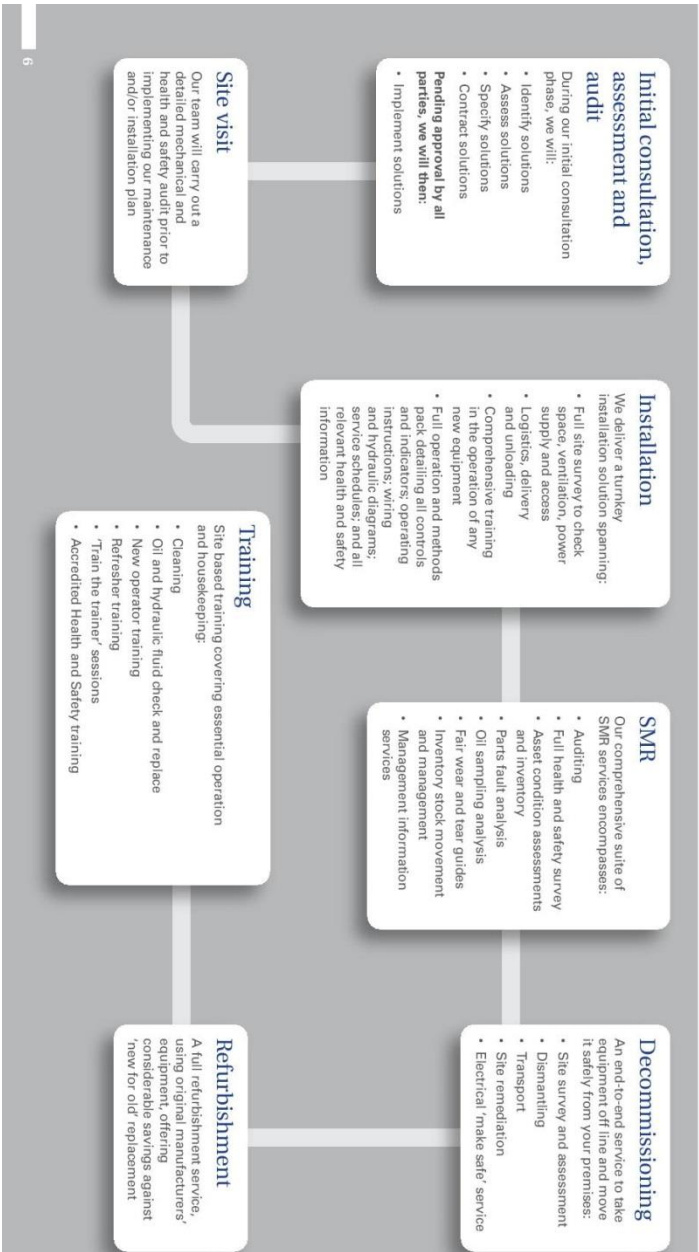
Once we have gained input from and consensus across all stakeholder groups, we will then produce a formal proposal specifying the project objectives, budget and cost breakdowns, time lines, KPIs, key personnel and competencies that form the basis of our offer.

The Equipserve partnership approach

We adopt a transparent approach to contract proposals, consulting closely with potential clients to ensure they address their needs and concerns for value, cost effectiveness and expected service levels.



Our proposal and implementation process



6

7

Consultancy, implementation and delivery

Accountability & control

As an Equipserve SMR customer, you will have a dedicated Account Manager to act as a single point of contact, notifying you when service visits are due, keeping you informed and discussing any work required with you before it's carried out, thereby ensuring complete accountability at all times.

Full health and safety audit

The safety of your workforce and the general public are of paramount concern. Our Health and Safety Audit is offered with all our maintenance contracts, commissioning and de-commissioning assignments and covers training for safe operation, inspection of all safety critical components and remedial repairs where necessary.

Project management

For customers seeking a totally outsourced solution, we offer a full onsite project management resource.

Asset condition assessments

Before we repair or service any item in your equipment, we'll carry out a thorough and objective assessment of its condition to give you a comprehensive picture of any actions that need to be taken and any problems that may be developed in the future.

Parts fault analysis

Any parts that have failed or are close to failure will be examined using precision diagnostics. Often, failure in one component can be a symptom of a fault elsewhere and understanding the true causes of failure allows us to develop a more holistic picture of a machine's overall condition.

Oil sampling analysis

Detailed analysis of engine, transmission and hydraulic oil samples gives us vital information on overall machinery condition, enabling us to identify potential problems and extend time between oil changes.

Fair wear and tear guide

Equipserve customers are provided with a Fair Wear and Tear Guide setting out exactly what falls into the category of fair wear and tear so unexpected maintenance issues and additional costs are kept to a minimum.

Stock movement and management

Overseeing moving of machinery from one site to another in a timely and safe manner.

Management information services

A full audit trail - including data on maintenance history, repairs, call out response times, engineer's reports and travel costs - provides you with a clear and comprehensive picture of overall SMR efficiency.



Why Equipserve?

Proven, cost effective engineering practice backed by responsive customer service and proactive account and asset management makes Equipserve the first choice partner for waste handling SMR.

Emergency repair services at the point of need deliver rapid, effective one-off repairs that will restore machinery to normal service, and Equipserve have an unrivalled 'first' time fix' record within the sector.

Training

In addition to providing SMR services we have also developed a suite of in-house training modules.

In many cases, the cause of equipment breakdown can be traced to misuse or operator error due to a lack of proper training, compounded by poor housekeeping practice that means machinery isn't cleaned as often as it should be and levels of hydraulic fluids and oils often go unchecked.

Our training services include operator training from scratch, refresher training and training in health and safety to minimise risks to employees and the public.

Equipserve is licensed to provide training certificates and offers train the trainer courses to help clients maintain standards as your business grows.

About our engineers

At Equipserve, we set the highest standards for the quality of the people that we place at our clients sites carry our services to our customers.

Our engineers are all time served mechanical or electrical engineers with an average 20 years' experience working in a number of varied and challenging environments. Our engineers are picked from the best in the industry. They use advanced diagnostic tools and equipment to bring unrivalled experience and technical knowledge to your SMR operations within the service engineering process.

Our areas of expertise

Our depth of knowledge and breadth of experience, along with our close working relationships with major manufacturers, allows us to provide services for all types of processing and backstage equipment:

Waste handling

- Waste compactors
- Roll packers
- Rotary packers
- Balers (horizontal, vertical, single and multi-chamber)
- Shredders
- Drum crushers

Backstage

- Dock bumpers
- Dock levelers
- Scissor lifts
- Doors
- Shelters
- Loading bay equipment
- Lorry restrains
- Bin lifters

Our service sectors

Equipserve provides tailored service, maintenance and repair contracts for waste handling and backstage equipment in a wide range of industries and sectors:

- Supermarkets and retailers
- Warehousing and logistics
- Local authorities
- NHS, local authorities and education
- Waste management operators
- Facilities management companies
- Waste recyclers
- Waste disposal contractors
- Manufacturers
- Print and paper houses

The long-term relationships we enjoy with our clients are testament to the level and quality of service they receive, irrespective of their size and the nature of their business operations.

Operational excellence providing a competitive advantage

Equipserve can review and manage key elements of your waste handling equipment, helping your company to become more efficient and better able to take full advantage of opportunities that arise within your business. Collaborating with Equipserve can add value by:

- *Cutting running and maintenance costs*
- *Extending equipment life*
- *Maximising plant availability and reliability*
- *Freeing-up management time*
- *Reducing breakdowns and smoothing operations*
- *Increasing throughput*
- *Providing improved levels of service*
- *Reducing operating costs*
- *Improving operational control*
- *Providing cost certainty*
- *Lowering operational and environment risk*
- *Enhancing health, safety and environmental performance*
- *Deferring capital expenditure*
- *Reducing procurement costs*
- *Increasing flexibility*

To find out how Equipserve might be able to add value to your waste recycling operations please call us on 0114 246 8679 or visit www.equipserveuk.com



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