



Hair care giant's **large translation projects** are cut and dried in **quick time**



When it comes to translating material for an international brand, time is of the essence and accuracy is critical.

Wella has been delivering hair care innovations and services for over 130 years. The company is a global success story and its eminence internationally relies on having professionally-translated projects delivered on time – regardless of their size or the lead time.





Wella is a major German hair care company headquartered in Darmstadt. Founded in 1880, it specializes in hair care, styling and colourants, sold to individuals as well as hairdressers.



Wella first called on Intonation in 2012, through digital marketing specialists twenty-six. Since then, the company has undertaken multiple large projects and has translated from English into 17 languages including Chinese, Swedish, Russian, Portuguese, Lithuanian, Finnish and Danish.

This extensive range of translation projects include the translation of interactive training tools for the sales teams that can be used out in the field. These downloadable training guides cover pre-call planning, the steps of a call, sales, the close, and post-call analysis.

In addition, a wide range of educational materials were created to train salon owners on the latest trends and

techniques within the industry. The collateral covered extensive topics including the benefits of the latest hair products, advice for salons to help assess the client's needs and inspirational imagery with a focus on colour and style.

Amy Jowett, Senior Digital Account Manager at twenty-six said Intonation always delivered. "The nature of working with a client like Wella is that projects are often fast-paced and a quick turnaround is usually required. Intonation always completed the translation projects to a high standard and without delay," said Amy.

"Not only was the work first class but the team at Intonation were highly professional and they made the process simple and stress-free," Amy added.

Being **ready, responsive** and working with **experienced mother tongue translators** is essential in order to meet the demands of a client such as Wella, explains **Dan Peachey**, Intonation's Managing Director.

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Every job we undertake is given the same level of importance and punctuality. Accuracy and subject knowledge are key. With Wella, the complexity of the project is what excited us. We excel at jobs like this; they're what we do best.

Our award winning project management team relish a challenge; it's why our clients come back to us again and again. The challenges of working with a client like Wella is that you need to be flexible to offer the bespoke service they need, apply the right technology to the task and ensure, most importantly, the right people are in place to help," he explained.

It's a privilege to work alongside such a renowned brand and internationally recognised household name and we understand the responsibility that goes with that.

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