



# Intonation helps **boost** **export potential** for UK business



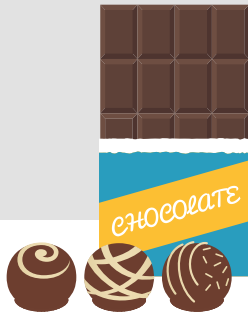
One of Intonation's strengths is helping businesses to overcome the language barriers that can prevent them tapping into potential export income. The business has worked with countless UK companies to increase turnover by producing high quality translations for use in international markets.

One of Intonation's success stories is its work for Winkworth, the UK's leading mixer manufacturer.





*Winkworth is the UK's largest industrial mixer manufacturer. Trading since 1924, the company has a long history in mixing applications and processes.*



Winkworth has been designing and manufacturing world-class industrial mixers in-house for over 90 years. More than 50% of the manufacturer's turnover is now generated from exporting to countries far and wide including China, India, the Netherlands, Germany, Sudan, Denmark, USA and Kenya, a new export market for the manufacturer.

With an exhibition in Germany called Ceramitec on the horizon, Winkworth called on Intonation to translate two documents: a corporate overview called 'The World of Mixers' and a product card about their new innovative mixer called the 'ManyMix'. The 'ManyMix' allows customers to conduct research, development and pre-production of their mix in-house prior to upscaling.

Grant Jamieson, Winkworth's Managing Director and Chairman of The Processing and Packaging Machinery Trade

Association (PPMA), believes that exhibiting is all about communicating your capability.

"Producing professionally translated documents says you're worth investing in and doing business with."

"The deciding factor for getting the documents translated was our local representative in Germany, who believes in the importance of localised documents. As a British company needing to penetrate the German market, we took this advice on board," said Grant.

"Working with Intonation was a straightforward and simple process and we were complimented on the quality of the translation by our German representatives. Translation is an important part of our approach to exporting and we would definitely use Intonation in the future," added Grant.

**Dan Peachey,**  
Managing Director at  
Intonation said that  
**exporting** plays  
a **key role** in the  
decision by many  
businesses to **seek**  
**out a professional**  
**translation service.**



Keeping one step ahead of competition is essential for today's businesses, especially when it comes to exporting. Winkworth is an example of a business that looked ahead to its marketing requirements, understood the benefits of high quality translation and factored in time for the process.

Winkworth's documents were technical but we only use native translators who are subject matter specialists and work to the strict quality standards set out by the ATC. The result was polished, professional and accurate documents that not only resonated with the German audience, but boosted Winkworth's reputation as an exporter."

