

## **ATEX EXPLOSIONSSCHUTZ GMBH Case Study**

**Client:** ATEX EXPLOSIONSSCHUTZ GMBH  
**URL:** www.atex100.com  
**Solution:** Japanese Translation, Localization,  
Graphic Design and Printing of Marketing Materials

### **Integrated Japanese Language Solutions**

Integrated language solutions are the broad range of Japanese language skill sets, across multiple disciplines, which we bring to bear on your marketing translation projects.

Solutions for the ATEX project include:

- ✓ **Professional Japanese Translation**  
Professional Japanese Interpretation
  - ✓ **Professional Japanese Localization**  
Professional Japanese Web Development
  - ✓ **Professional Japanese Graphic & Web Design**
    - **Professional Japanese Printing**  
Professional Japanese Online Marketing  
Professional Japanese Marketing Research
- .....

### **Summary**

ATEX Explosionsschutz GmbH is an expert in explosion prevention and protection in plants and facilities. The company, based on international standards (Atex; NFPA), provides services for fire and explosion protection, research and test laboratory for safety engineering, test grounds for fire and explosion protection, individual and economical explosion protection schemes, and components and safety systems for fire and explosion protection.

With its cutting edge and high quality services, ATEX has been able to rapidly expand globally.

ATEX contacted **SAECULII Marketing Communication Services Japan** (Tokyo) to translate, localize, design and print marketing materials (brochures, posters, flyers and name cards) for its Japan debut, an international industry trade show in Tokyo.

***We had a great entry into the Japanese market and a good part of that has to be attributed to you***

*"We were quite happy with everything that came from you, in quality as well as in timing. So please give my thanks to everybody who has been involved in this project."*

*"I would like to express our thanks to you and your team for the great job you have done for us. We had a great entry into the Japanese market and a good part of that has to be attributed to you."*

**Managing Director**  
ATEX Explosionsschutz GmbH (Germany)





## Down to the Wire

Although ATEX first contacted SAECULII (Tokyo, Japan) in March, and our staff were able to meet with the ATEX executive management team in September in Yokohama to finalize the project details, due to a data loss at ATEX we only received the project materials at the end of October.

This left SAECULII with just 5 days to complete *and* deliver the trade show marketing materials, **3 days of which fell over a weekend and a public holiday.**

The team assigned to ATEX initially decided to reject the project. The primary reason for this decision was the issue of quality possible (quality issues are inherent in any rushed job). Another reason was the issue of timely delivery of materials for such a large scale project (especially print volume).

Ultimately, however, **SAECULII** decided to accept the project.

*Here's the reason why.*

Even though accepting the project meant that team members would need to work through the weekend and public holidays (often with little more than a few hours sleep!), we felt that the trade show was the perfect opportunity for ATEX to enter the Japanese market, and we wanted to be instrumental in helping ATEX achieve its goals in Japan.

***“We were quite happy with everything that came from you, in quality as well as in timing.”***

## Integrated Japanese Language Solutions

The ATEX solution implemented by **SAECULII [Japanese Marketing Communication Company](#)** was a highly complex and challenging project requiring the participation of a number of our service departments.

*“I would like to express our thanks to you and your team for the great job you have done for us.”*

### Japanese Translation

Japanese translation of the ATEX marketing material was, due to the unique products and services developed by ATEX, particularly challenging. SAECULII needed **native Japanese translators** with chemical engineering, mechanical engineering, and manufacturing plant knowledge and experience. In addition, ATEX placed a great deal of emphasis on a marketing oriented translation style. Not many translators possess these skills sets in a single package!

Our solution: the lead translator on the ATEX project had a total of 11 year's real world experience in chemical material R&D at a manufacturing plant, machinery design and international sales.

### Japanese Localization

The primary job of the localization department was to ensure that the ATEX marketing materials were down to the smallest detail suitable for the Japanese market. For example, Japanese business card etiquette is very formal, with established methods of presenting and accepting business cards. The quality and paper weight of business cards are carefully scrutinized by potential clients as this provides a lot of information about you and your company. The size of business cards are equally important as business card cases are all designed the same size in Japan – you certainly do not want to show up in Japan with oversized cards!

### Japanese Graphic Design

ATEX graphic design assets also required localization. Generally, brochure localization involves *graphic engineering*, which is a relative straightforward process of manipulating image layout of existing graphic files. However, printers in Japan normally only work with InDesign and Illustrator software for high quality Offset Printing.

The SAECULII web and graphic design department, with the objective of delivering high quality print materials, re-created the ATEX graphic design assets per the specifications provided by local printers.

### Japanese Printing

**Offset Printing** was, due to the high quality possible, the only print option that SAECULII considered for the ATEX marketing materials. Although On-demand Printing was the logical print option given the tight deadline we had to work with, our art director felt that the lower quality would create a negative impression for the client. Employing our network of local printers (and calling in a few favors!), we were able to arrange for high quality Offset Printing over the weekend and public holidays, and direct delivery of print materials to the trade show floor in time for the opening.

### CONCLUSION

Knowing that SAECULII helped ATEX achieve its goals in the Japanese market with quality products and services delivered in a timely manner has been tremendously rewarding. The ATEX project also serves to highlight the merits of our **Integrated Marketing Solutions** approach to Japanese language projects.

What can **SAECULII** do for you? *You Tell Us.*

### CONTACT

**[Business Marketing Ideas for the Japan Market](#)**

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