

WORD EXPRESS Winter 2008 QuickNews

Dear Client: In our **Winter QuickNews**, we would like to draw your attention to Linguistic Quality Control at WordExpress Corporation.

Today's Topic: **Linguistic Quality Control**

...by Cara LaBarbera, Linguistic Manager at WordExpress Corporation

WordExpress Corporation is growing and expanding! We have created a new department in our company, the **Linguistic Department. As of December 1, I am the manager of this department. My name is **Cara LaBarbera**, and I assure that every translation we produce meets our high standards for accuracy and correctness, and thus enables us to offer our **Triple Guarantee** to our clients.**

My department is responsible for **Linguistic Quality Control, which consists of editing, proofreading, structural review and formatting on all translations.**

Editing:

After a translation is completed, editors who are equally fluent in the source and target languages compare the original document to the translation. We check for accuracy in punctuation, spelling, grammar, style and content. We pay particular attention to specialized vocabulary, such as legal, medical or technical terminology. We also make sure that all wording is consistent within the same document. Last but not least, the language will be adapted to the cultural environment of the target country.

This process guarantees that the message of the source text is communicated faithfully to its audience.

Proofreading:

Once the editing process has been completed, the translation is proofread by another linguist, who is an educated native speaker of the target language. Any remaining flaws in punctuation, spelling, grammar and style of the target language are addressed and corrected.

Structural Review:

In addition to editing and proofreading, a structural review is performed, whereby the amount of lines, paragraphs, columns and pages and the correctness of addresses, numbers and proper names are double-checked meticulously for accuracy.

Formatting (Layout):

Finally the formatting of the document is addressed. WordExpress offers two options for the layout of your translation: Either the original layout is matched exactly, or approximately. No matter which type of formatting match has been requested, we assure that the layout of the final product is to the utmost satisfaction of our clients.

Our WordExpress Guarantee:

Due to our extensive quality control efforts, we feel confident in extending our *Triple Guarantee* to our clients.

The first guarantee consists of ***Professional Quality***: Through our 4-step process of linguistic quality control, we assure that all of our translations meet the highest professional standards.

The second guarantee assures ***Price Competitiveness***. WordExpress offers rates that are, on average, 20% lower than those of other companies. In fact, we are so confident about our competitive rate structure that we are willing to meet any competitors' prices for the same services and quality. As our client, you will always receive the best value for your money.

Finally, we guarantee ***On-time Delivery*** of a flawless product. Even though we invest considerable time into quality control, we also realize that prompt processing and on-time delivery are crucial in today's market.

Our ***Linguistic Quality Process*** guarantees that the ***Highest Standards of Excellence*** continue being the ***Hallmark of our Company!***

WordExpress is in compliance with the stringent quality standards of ISO 9001
Our quality control processes are unmatched in thoroughness – our goal is
always perfection.

For a **free quotation** on your next project, please call us today at:

(310) 260-7700, ext. 125 or (800) 570-0700, ext. 125

Or e-mail your request to clients@wordexpress.net

Visit our website for more information: www.wordexpress.net

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