



HOW LIONBRIDGE HELPED DOREL JUVENILE BRING PRODUCTS TO EUROPEAN MARKETS FASTER

6 COMPANY DIVISIONS

11 LANGUAGES

1M+ TRANSLATED WORDS

Reaching Consumers Through Effective Translations

Parents put a lot of thought and care into selecting products for their children. Safety, convenience and value are among their top concerns. Dorel Juvenile, the world's leading juvenile products company, wanted to demonstrate their commitment to these brand values to European customers. They also needed to make their new products available as quickly as possible to succeed in an increasingly competitive global market.

In 2019, the company intensified its focus on new product launch initiatives. As a result, Dorel Juvenile had to meet tighter translation deadlines so they could bring products to their customers faster than ever. They partnered with Lionbridge for help.

About the Customer

Dorel Juvenile is the world's leading juvenile products company. Their products are available in more than 100 countries. All of their talented employees share the same mission: to **Care for Precious Life**. They help families live carefree lives by providing them with juvenile products that rank highest in consumer reviews. That's what sets their products apart; durable, helpful and caring. Their well-known and strong global brands Maxi-Cosi and Tiny Love are complemented by regional brands such as Cosco, Angel, Bébé Confort, Infanti, Safety 1st and Quinny. Dorel Juvenile currently employs 5,000 people in 25 different countries. Dorel Juvenile is part of Dorel Industries Inc. (TSX: DII.B, DII.A)

The Challenge

As a decentralized organization, Dorel Juvenile previously relied on multiple, in-market translators to execute translations in its European markets. Efficiency and speed varied among the translators, making it difficult to deliver translations with uniformity.

Dorel Juvenile sought the services of one Language Service Provider (LSP) for its European markets to achieve uniform processes and faster translation delivery times. Quality was another incentive. Since the company had no translation memories, glossaries or style guides to draw upon, individual translators provided their own spin during the translation process, making brand voice inconsistent.

Dorel Juvenile set out to:

- Achieve brand consistency throughout its markets
- Reduce the amount of time it would take to complete translations
- Reach its customers across multiple platforms

“Lionbridge consistently receives high scores for its translations during quality reviews, and Dorel Juvenile has tripled the amount of work it has assigned to Lionbridge within the first year of the engagement.”

Patricia Hallet, Project Manager, Lionbridge

The Solution

Dorel Juvenile selected Lionbridge because of its localization expertise, understanding of market needs and ability to effectively communicate its recommendations. The retail supplier of children's goods also points to Lionbridge's customer focus and easy onboarding process as key benefits of the engagement.

Lionbridge centralized the translations in Dorel Juvenile's European markets and provided both **translation and transcreation services for six divisions in 11 languages**.

Transcreation is when a message is adapted from its original language and made culturally relevant to its new target audience.

Lionbridge provided comprehensive and **multi-faceted services** so Dorel Juvenile could produce a variety of marketing collateral and reach its consumers in multiple ways. Among its services, Lionbridge:

- Translated content for **49 European websites**
- Translated and transcreated a **catalogue that contained more than 150 pages** into 11 languages for the Maxi-Cosi line
- Translated **product descriptions (SKUs)** for online shops on Amazon
- Translated **marketing collateral**, such as articles, brochures and product leaflets for store owners and consumers
- Contributed to the development of **ad campaigns**
- Translated **social media content**, including copy for Facebook posts, Instagram and Instagram Stories
- Provided subtitles for **YouTube videos** to showcase products
- Translated PowerPoint presentations and product information for **mobile training apps** to support sales teams

In executing all these translation initiatives, Lionbridge created and implemented the use of **style guides**, glossaries and translation memories. A style guide is a document that contains the preferred language elements to most effectively communicate with customers in target markets. A glossary is a database of key terminology and their approved translations in all target languages. Translation memories consist of previously translated material that is put into a database and is reused when it reappears in the content being translated. Together, these tools increased the **speed and productivity of translations** and ensured **brand consistency** across markets.

The Results

Dorel Juvenile’s partnership with Lionbridge enabled the company to deliver its merchandise to its markets more quickly, which facilitated its ability to generate sales. Dorel Juvenile has had 46 product launches within a year of working with Lionbridge and has met every product launch deadline.

Lionbridge’s ability to centralize Dorel Juvenile’s translations for European markets has resulted in:

- Streamlined processes
- Enhanced quality
- Faster translation turn-around-times

To date, Lionbridge has translated more than one million words. Moving forward, Lionbridge will work to connect to Dorel Juvenile’s content management technologies to further streamline translation processes.

“ From our onboarding experience to our continued work together, it is apparent that Lionbridge is a customer-oriented organization. Because of Lionbridge’s services, we can process and deliver content quickly through a centralized system and ultimately bring our products to market faster. In today’s competitive climate, that type of workflow is essential for success. ”

Michael Matheij, Team Lead Marketing Content, Dorel Juvenile

Lionbridge provided translation services in 11 languages/dialects for the following European markets:

Belgium • Dutch

Italy • Italian

Spain • Spanish

Belgium • French

The Netherlands • Dutch

Sweden • Swedish

France • French

Poland • Polish

The United Kingdom • English

Germany • German

Portugal • Portuguese