

Technovate Translations

Fuelled by Urgency and Care!

CUSTOMER CASE STUDY



www.nutralab.ca

NutraLab Canada is a contract manufacturer providing OEM and private label service for nutraceuticals (vitamin, nutritional and herbal) and other dietary supplement products.

TECHNOVATE TRANSLATIONS

Technovate Translations is a fast-growing company with the efficiency of a large enterprise and the client-centered values of a small business. Their qualified staff provides accurate and timely translations for business documents, marketing materials, website or software localization, audio/video, and medical/financial/legal documents, among others.

CONTACT US

(800) 736-7764

support@technovate.com

technovatetranslations.com

NUTRALAB CANADA LTD.

Product Labels Aren't 'Lost in Translation' with Technovate

In the nutraceutical industry since 1995, NutraLab is a well-regarded contract manufacturer of vitamin, nutritional, and herbal supplements. They provide customers with a complete array of services from procuring raw materials and formulating recipes to packaging and labeling.

THE CHALLENGE

As a Canadian company, NutraLab is required to include both English and French on their product labels. NutraLab initially worked with a translation company in India, but was disappointed with the low quality services they received. While the work was budget-friendly, the translations were inaccurate and didn't flow well. NutraLab felt their customers deserved better. That's when Tracy Gu, NutraLab Marketing Executive, researched and discovered Technovate Translations.

THE SOLUTION

Today, the label text is written in-house in English, reviewed by the NutraLab marketing department, and then sent to Technovate for translation into French. Tracy states, "Our work is time-sensitive and we're always up against deadlines. Therefore, we require translation services that offer quick turnaround and great accuracy – that's exactly what we get with Technovate."

THE RESULTS

According to Tracy, Technovate provided outstanding service and reliability from the very start. "The first time I contacted them, I got a quick response from a representative who was knowledgeable and friendly." The high level of personal service and attention to detail has continued throughout the relationship. "We prefer to use one translator per project so there is consistency in the style and grammar of the translation," she says. "Technovate has been great at accommodating our requests, even on rush projects. The personal service is fantastic."

Thanks to Technovate's accurate translations, ability to meet deadlines, personal attention, and reasonable prices, NutraLab has come to depend on them to keep critical projects moving forward. Tracy explains, "Technovate is more than just a contractor; they've become a valuable extension of our workforce by delivering consistently high quality, accurate language translation services."