

Globalizing Printed Literature



The immediate benefits of using PUSH

Proven processes designed with your project in mind

In-house language, translation management team who share ideas

Simplified communications – just one account manager

Workflow integration – offers significant cost reductions*

Single source, multi-language, literature production

Rapid deployment fuelled by knowledge and experience

Multilingual print and packaging expertise

In-house digital/print artworking and typesetting

Massive global network of tested translators/writers/editors

Documented QC processes ensure best possible results

On-line asset management and artwork proofing systems

Print management and fulfilment, including online

Collective experience of 100+ years at your disposal

And . . . you only need to write one thank you email when the job's finished!

** As against devolved production methods*

Globalisation of printed literature

Do you have responsibility for delivering your company's global literature; marketing . . . sales . . . technical . . . corporate . . . packaging . . . for use across global markets?

If so, you'll understand the multitude of quality, cost and logistical challenges that need to be addressed in order to successfully deliver these projects; and by definition, you'll be interested in our services.

The service

What PUSH has to offer is **not** a replacement for the activity undertaken by your creative agencies. Our specialism is taking your communications materials once the design is approved, and delivering them back in any combination of global languages; ready for use in your non-domestic markets.

And because we're design and marketing literate, the PUSH team are happy to work either with you or interface directly with your creative agency – whatever it takes to get the job done and make your life easier.

We will deliver ready-to-publish files fully prepped for your printers to put on press or for your digital agency to deploy online. However if need be, we too can manage and buy print on your behalf.

Cost and time efficiencies

An end-to-end service geared to multilingual production means PUSH is able to reduce costs without cutting corners. And we understand the constraints (and benefits) of working to corporate visual and brand guidelines, so we can factor these in from the outset and allow it to become an integral part of our internal brief.

The PUSH holistic project planning allows every aspect of every project to be fully considered from the outset, and means workflows and processes are tailored to each client and project individually.

Simplified management

You will have a dedicated Account Manager . . . supported by a knowledgeable translator network, a highly-trained studio management team and senior managers who know both the localization business and the marketing industry inside out.

The team is highly efficient due to the use of cloud-based asset management and artwork proofing systems. These allow PUSH to fast-track multi-language projects and enable your local teams to participate online in the proofing and approvals work-cycle.

This not only streamlines complex activities, but allows everyone involved, including you, to focus on the detail whilst the process takes care of itself.

Our credentials

The company's principals are a mix of award-winning graphic designers, marketers and production specialists who use their experience to assist today's brand custodians achieve international business success.

Our combined experience means we understand that whatever the industry sector is and however different their products are, all clients share a common need – to deliver across multiple channels with absolute precision.

The result?

The best literature globalization service money can buy.

PUSH International – reshaping your brand for overseas markets; print, promotional and digital.

To gain a deeper understanding of the range of services offered, access case studies or view slideshows and helpful 'how-to' guides, visit www.push-international.com

If you'd like to talk to one of the team please call +44 (0)118 984 1931 or email us directly on info@push-international.com





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PUSH International PDF guides

we hope you found this guide useful. We have a range of other PDF guides available to help you with all areas of translation.

Getting it Right

A quick guide, written in plain English and designed to help you get the best out of working with your language services provider.

How is your Translation Costed

Explanatory information delivering an easy-to-understand breakdown of your how language services constructs a pricing quotation.

Translation Buyers' Guide

A more extensive and in-depth document; translation buying can be quite complex, our download will help to simplify the process.

Transcreation vs Translation

Transcreation is a specific translation discipline more akin to multilingual copywriting. Understand more about the difference by reading our guide.

Technical Translation

Helping buyers of technical translation gain an in-depth understanding of how to get the best from working with their translation provider.

Globalizing Printed Literature

A sales document aimed at EMEA and International marketers; learning how our faster and more cost-effective delivery won't compromise quality.

Say hello to the world

PUSH International masterfully recreates the content of your single-language material and delivers meaningful international communications tools, whilst protecting the integrity of your brand.

Customers and prospective customers, employees, partners; they all need to understand your critical information with clarity and accuracy. For more information or an informal discussion call or email PUSH - the specialists in translation services - today.

www.push-international.com