



Get the most accurate translation possible using our



Guide to Translation-Friendly Writing



When accuracy is a must, Parenty Reitmeier is the trusted source.

Trusted by some of the world's most recognizable brands, Parenty Reitmeier sets the standard for clear and accurate translations. When consistency is what matters most, Parenty Reitmeier is the trusted source.

Each of our translations is completed by a native speaker of the message's target language. And, if the material is specialized to a particular field or industry, we make sure it is translated by somebody with expertise in that specific area. We then test the consistency of the translation using our own rigorous quality control methods. The result is a translation you can trust to carry your message – as you intended it – to your target audience.

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Good translations start with translation-friendly copy



You may have heard about how words and phrases can get “lost in translation”. A perfectly clear message can feel ambiguous – or worse, be completely incomprehensible – when translated into a different language. Below, we’ve compiled a list of useful writing tips that will help guide your source copy on its way to becoming an accurate translation.



AVOID

Avoid colloquialisms and slang

For example, “what’s up?” and “hit the road” do not translate very well into other languages.

Avoid acronyms

Spell out acronyms wherever possible. For example, use “power take-off” instead of PTO.

Avoid figurative language and imagery

For example, avoid sports terms such as “that presentation was a slam dunk”.

Avoid idioms

For example, avoid words and phrases such as “cutting-edge technology” and “opening a can of worms”. It is time-consuming and challenging to find their equivalents in other languages.

Avoid “buried” verbs

A buried verb is an action that is being used as part of another word or phrase. They make text longer and less dynamic. For example, use “inspect” instead of “conduct an inspection”.

Avoid newly coined words and phrases

For example, use “adapt” instead of “repurpose”.



BE

Be concise

Translation costs are based on word count. To keep your costs down, write just the facts.

Be simple

Humour, wit, sarcasm, and irony rarely translate well across cultures.

Be direct

Refrain from using wordy expressions. For example, instead of “there are three kinds of bolts that can be used...” use “three kinds of bolts can be used...”.

Be positive

Using the negative or stating what something is not can result in misinterpretation.

Be clear

Eliminate ambiguous words and ideas.

Be metric

Always include the metric value.

Be imperative

State the action to be taken by using the clearest directives possible.

Be graphic

Clarify text by using graphics and illustrations wherever possible.



CREATE

Create topic-specific paragraphs

Limit each paragraph to the development of one single idea.

Create a glossary

Provide definitions for words whose meaning may be unclear, or that are unique to your product or service area.

Create simple sentences

Limit the number of sentence patterns.

Create lists and tables

They eliminate words and provide immediate access to the pertinent information.

Create an aggressive punctuation style

Keep ideas and phrases separated and clearly decipherable.

Create an active voice

For example, use “we recommend” rather than “it is recommended that”.

Create consistency

Eliminate synonyms by using the same term for words with the same meaning.