



## Precision Engineering Case Study

**How Lime Translations help a leading pump manufacturer to meet their European legislation obligations and at the same time improve their standing in international markets**

### Customer Profile

As the world's first manufacturer of magnet drive pumps, HMD/Kontro has achieved prominence as the leading authority on sealless pumping technology involving high-temperature, noxious, aggressive or valuable liquids.

Since 1946, when the company was founded, the name HMD/Kontro has been synonymous with design innovation and product excellence. With more than 65,000 units in the field, HMD/Kontro has a remarkable record of "firsts" to its credit.

HMD/Kontro maintains offices around the world, which are staffed with trained engineers to provide local expert technical support and advice. This international presence generates a significant requirement for documentation to be translated into local language, partly to meet legislative requirements, but also to demonstrate the company's commitment to local markets.



HMD Offices in Eastbourne

### The Challenge

Legislative changes introduced in the mid-1990's required the CE quality mark to be added to all rotating machinery manufactured and distributed within the European Union.

These new rules were bound to have significant implications for a leading international pump manufacturer such as HMD/Kontro. While the legislation only required a minimum of information to be provided in local language when a unit was exported, HMD realised that from the user's perspective, much more was needed. There was little point in sending out basic safety instructions in local language if they were not comprehensive enough to ensure safe operation, or merely referred the user to a full operating and maintenance manual written in English!

The breadth of the product range and the large number of countries to which HMD/Kontro exported meant that the task of producing local-language versions of all their documentation would be a major challenge. As a short-term measure, they opted to produce the minimum of accompanying documentation using an existing translation supplier who had previously handled HMD/Kontro's marketing requirements. However, the larger task of translating all the manuals and instructions into more than 10 languages would require a formal tendering process.

### The Solution

Samples of typical texts were sent to several potential translation suppliers, and the quality of their work was then validated by in-country representatives of HMD/Kontro. Based on the feedback received, HMD/Kontro drew up a shortlist of suppliers and requested quotes.

Given the importance of quality documentation not only for the end user, but also in the company's own sales efforts, it was vital to make the right choice.

David Clark, Projects Manager at HMD/Kontro, takes up the story.

"A translation supplier needs to demonstrate the ability to deliver a quality product within the required deadline at a competitive price. This often demands a high degree of flexibility and responsiveness. In our experience, Lime Translations deliver all these qualities and more."

Lime has a stated aim of making it easy for customers to do business with them. Translation is understandably often the last step in the production process, which frequently means that deadlines are short. A supplier needs to be confident that they can place a job with a translation company and leave them to get on with it, knowing that they will produce a quality product.

David Clark believes that Lime has achieved that aim. "As a supplier ourselves, we know how important it is to integrate seamlessly into our customers' business, and Lime has achieved just that in their relations with us. As the head of the department responsible for contract documentation, I would be very concerned if I were having to get personally involved in every job, because that would imply that things were not running smoothly. As it is, my day-to-day involvement is minimal, which is just the way I want it!"

**HMD  
KONTRO**

Sealless Pumps



To find out how Lime can help your business, please call us on 07000 343337, email us at [info@limetranslations.com](mailto:info@limetranslations.com) or visit our Web Site at [www.limetranslations.com](http://www.limetranslations.com)