



One of TOP 200 innovative companies by Forbes (2016)

INDUSTRY: Luxury glasses; manufacturer, wholesale, retail
HQ: Italy
LOCATIONS: Worldwide
EMPLOYEES: 82.000
REVENUE: US \$9B (2016)
BRANDS: Ray-ban, Oakley, Prada, Chanel, Dolce & Gabana, Bvlgari, Ralph Loren, Tiffany, Vogue

SUCCESS STORY

SEARCHING FOR A COMPETENT LOCALIZATION PROVIDER

Finding the right translation partner for Slovak, Czech and Hungarian market

We are an established manufacturer of luxury glasses and I was responsible to cover translation of materials for three markets – Slovak, Hungarian and Czech. We needed to translate our catalogue and internal education materials that we use in trainings for employees and external partners who are selling eyewear in retail shops.

I decided to search for a new translation provider as we struggled with our former provider. We have been working with an established translation provider in Central Europe, but we were not really happy with the quality. We had to go through every single translation and correct it. As the situation didn't get any better over time, I finally decided to find a new partner.

I started searching locally, as we needed a good understanding of Slovak, Hungarian and Czech markets. I came across Localization Guru by word of mouth and I decided to give them a call. I was nicely surprised when

I found out, that two people from their staff speak Hungarian, including their CEO.

As I had good impression from the call, we started with a smaller project and evaluated the result in our local offices. As the quality of the translations was flawless, we have abandoned our old provider and started using Localization Guru instead.

- [STRUGGLED WITH PREVIOUS PROVIDER](#)
- [LANGUAGES: SLOVAK, CZECH AND HUNGARIAN](#)
- [TRANSLATION OF EYEWEAR CATALOGUE](#)
- [TRANSLATION OF TRAINING MATERIALS FOR EMPLOYEES AND EXTERNAL PARTNERS](#)



SZABOLCS MAKÓ Senior Marketing Manager

"We have been working with Localization Guru since November 2016. Since that time, I have been more than satisfied with them; they are prompt, the translations are in perfect quality, they respond, they communicate; so really something new on the market. The best in the entire world."