



In order to distribute a new medical testing technology to its international client base, a world leader in biotechnology development turned to TransPerfect to complete the multi-language translation and typesetting of the test's product instructions and labels. Implementing a customized workflow process, TransPerfect was able to complete the project in time for an early release of the new technology, resulting in significant cost savings for the company.

The Client

Binax is a technology leader in developing innovative diagnostic tools for use in physicians' offices, hospitals, and reference laboratories around the world. With a commitment to quality, excellence, and the superior performance of its product line, Binax's mission is to develop fundamentally new diagnostic technologies that facilitate pathogen identification, thereby allowing targeted treatment for infectious diseases and promoting better patient management.

The Challenge

Providing its cutting-edge products and services in more than 50 countries worldwide, Binax remains at the forefront of technological advancements in the rapid diagnostic test market. Binax's NOW® Technologies are rapid immunochromatographic tests (ICTs) that detect specific analytes used to identify bacteria, viruses, and parasites in clinical specimens.

With a client base stretching across six continents, Binax needed product instructions and labels for several NOW tests translated for international distribution. Its language needs included Chinese, Danish, Dutch, Greek, Japanese, Korean, and Swedish. While Binax's US-based design team could perform the typesetting of some of the translations, it did not have the capabilities to handle the typesetting for the character languages. Additionally, Binax had to complete this project within one week in order to meet a shipping deadline.

The TransPerfect Solution

Recognizing the urgency of the assignment, TransPerfect immediately organized teams of linguists to produce translations for each language and lined up typesetters and graphic artists to handle the layout of the character languages. Because the instructions for the various tests had similar text, TransPerfect was able to create and leverage translation memory as well as compile a glossary of terms—saving time, reducing costs, and ensuring consistency throughout each Binax project.

Upon completion, Binax reviewed all files provided by TransPerfect. For the Asian languages, live files and PDFs were sent to the client for approval, followed by finalized QuarkXPress files of the approved layouts using an online portal. Leveraging our worldwide network of resources and 24/7 production capabilities, TransPerfect was able to complete the projects on an expedited basis, giving the client additional time to perform desktop publishing in-house and prepare its products for shipment—ultimately resulting in early arrival on the market.

Binax has since selected TransPerfect to be its preferred translation vendor.