



**As part of a company-wide bilingual packaging initiative, the world's premier food and beverage corporation asked TransPerfect to coordinate the packaging localization of its existing product lines. Recognizing the need to maintain brand consistency while operating within the strict regulations of the food industry, TransPerfect established guidelines governing all aspects of the translation process, including a customized communication plan to facilitate requests from the client's various internal divisions. The company's partnership with TransPerfect eventually resulted in the successful creation of a standardized set of translation and bilingual packaging procedures.**

## The Client

Founded in 1866, Swiss-based Nestlé is the world's largest food and beverage company. With annual sales of over \$100 billion and a global network of more than 260,000 employees, the company has operations in almost every country in the world.

## The Challenge

To target the growing Hispanic market in the United States, Nestlé USA initiated a company-wide bilingual packaging directive for all existing product lines. Faced with over 1,200 SKUs spread across many different divisions, Nestlé knew that adding Spanish to their US packaging would be a daunting task. Because the company's various divisions work independently of one another and each has its own set of regulatory requirements, pulling all the pieces together in an organized fashion to have a successful campaign would take careful planning and cooperation. To further complicate matters, Nestlé's typesetting and graphics processes for product packaging are controlled internally, meaning that any localization company partnered with Nestlé would need to first provide translations of content and then proofread final packaging mechanicals to ensure that no errors were introduced during the desktop publishing process.

## The TransPerfect Solution

As the preferred localization firm for food and beverage companies worldwide, and with extensive knowledge of bilingual packaging requirements and industry regulations in the United States, TransPerfect proved to be an invaluable resource for Nestlé. We conducted extensive research on specific FDA requirements for bilingual packaging in the US and how they related to Nestlé's particular situation. After the findings were presented, Nestlé and TransPerfect worked together to develop a strategy to carry out the translation project.

TransPerfect established guidelines outlining all procedures from submission to delivery, and worked directly with Nestlé to create a customized process that allowed each division to request and receive translation projects in compliance with its respective internal regulatory controls. A customized communication plan was established for contacting a dedicated point of contact for the submission of projects. In addition, a master Spanish glossary was created and updated after each project. As a result of its close collaboration with TransPerfect, Nestlé now has a standardized set of procedures for translation – and more importantly, for bilingual packaging – that remains consistent across its many diverse product lines.

