



# Success Story: KIMAL



## Boosting international brand presence and exports with specialist medical translations

KIMAL has a 50 year history of innovating in the healthcare industry: manufacturing and supplying specialised procedure packs and vascular access devices to hospitals across the world. To increase their market share in competitive international markets, and benefit from our translation and medical language expertise, KIMAL partnered with Comtec in 2017.

Comtec provide KIMAL with medical translation and localisation for product brochures, safety information sheets, posters, catalogues and website content, simultaneously in up to 18 languages. We have also helped KIMAL streamline and improve the translation process to deliver more value and higher quality translations for the international market.

This is how we have met KIMAL's medical translation requirements:

### Understanding the client's brand and objectives

We set up project briefings with key stakeholders in the Marketing Communications department to gain a deep understanding of their brand positioning, aspirations and key values. We were made aware of the challenges with KIMAL's previous translation process, so we put in place simple, direct and timely processes and communications to manage our partnership and workflow.

### Specialist medical translation teams

A deep understanding of medical terminology is essential when localising materials to be used by medical practitioners, therefore we hand-picked experienced linguists who possess the necessary expertise to develop accurate and clear copy that reads as easily as the original.

### Analysis of existing translated material and translation memory

We reviewed a sample of existing translations, including client feedback and translation memory, and suggested ways to improve these and incorporate feedback into our future translations. This included setting up effective processes to work with KIMAL's local market reviewers to ensure all preferred terminology and style is adopted throughout each translation project.

### Custom, client-specific banks of terminology

By working closely with the client's in-market reviewers we have built glossaries of specialist medical terms for each language from the very first project undertaken. These reusable assets, in combination with the client's bespoke translation memories, ensure consistency and unification for all future translation projects. Consequently, we have significantly reduced the word count of translation projects, providing cost savings and speeding up delivery times.

### Adding value and accelerating launch-to-market

With multilingual artworking and desktop publishing services we provide KIMAL with a print-ready end product, thus accelerating their products' launch-to-market. Once the artworking is completed and translation visible in the final print-ready format, a second in-situ review is completed in our easy to use online review tool where the reviewers can access the translated text in context. Our online review tool is compatible with InDesign and provides useful insight into the final layout of the text before finalising and printing.

"We have been working with Comtec for a year now and since then our translation process is more efficient and translations are signed off much quicker than previously. Comtec are great to work with and all of the team are very friendly and extremely helpful."

**Kathryn McKenzie-Rowan**  
Marketing Executive

### Fast Facts

- ISO 9001:2015 certifications guarantee the highest quality standards
- Batch delivery of translations allowed for ongoing reviews by local markets
- Project plans are provided and closely followed to ensure timely deliveries
- Language combinations include English into Greek, Slovak, Swedish, Chinese and Arabic, along with many other European languages

### 30 years of translation experience

An award-winning translation agency, Comtec provides fast, accurate and high-quality translations in over 200 languages. We're the trusted language partner for many leading companies who call on our expert knowledge of international business and languages to help them expand into new markets overseas.

