



specializing in store fixtures

CUSTOMER

CoMas Group

TYPE OF BUSINESS

Retail Display & Store
Fixture Design and
Manufacturing

LOCATION

Brampton, ON

CONTACT

(905) 456-6788

www.comasmfg.com

Accurate Language Translation is No Game for CoMas Group

Since 1987, CoMas Group has been helping clients create retail displays and store fixtures that are eye-catching and help to increase sales. A one-stop shop, the company also provides printing and packaging for the gaming industry including language translation services on product boxes and user manuals. [CoMas Group](http://www.comasmfg.com) produces the highest quality work for their clients and has partnered with some of the top names in the industry including Sega®, Capcom®, PlayStation® and Nintendo®.

To ensure they're always speaking the right language, CoMas relies on translation services from Technovate to get the messaging perfect.

"Translation is essential for us so we can localize product for the Canadian market. That means anything sitting on a retail shelf has to be presented bilingually," explains Pierre Salvadore, Print Production Manager at CoMas Group. "We regularly have our work translated into French per Canadian requirements, but occasionally we also need translations into Spanish, Portuguese and German."

Game Over on Bad Translations

According to Pierre, the translation work they've subcontracted in the past hasn't always been smooth. He recalls bad experiences with other providers who consistently missed project deadlines, translated inaccurately and didn't meet expectations.

"On the printing side, our work is always time-sensitive and we must have accurate, on-time translations. But when working with translators in the past, I've had to dictate and negotiate timelines and keep on top of the progress," Pierre says. "If the work doesn't meet my client's expectations, it doesn't meet mine, either."

A Two Player Game

As luck would have it, Pierre met with Technovate at a trade show, started to talk shop, and hit it off right away. "The representative I spoke with really seemed to understand our needs," says Pierre. "Plus, our project workload was growing and we really needed another translation provider. So I guess you can say that the timing was right and everything just came together."

“Technovate has provided exactly the kind of care and attention that every client would want or expect and I regularly recommend them to colleagues and friends.”

- Pierre Salvadore, CoMas Group

Technovate rose to the challenge, anticipating his need for speed and treating every translation as a rush without sacrificing quality. “I chose Technovate because of the personalized care and attention that we receive. I don’t have to babysit the project or even tell them it’s a rush; they just assume I need it ASAP. Even when clients need to make adjustments, Technovate is very quick to respond and provide an updated translation.”

A Level-Up on Expectations

Pierre is quick to note that in addition to their history of accuracy and efficiency, Technovate’s customer service record is impeccable and that they have an enduring relationship with the company built on mutual trust and respect.

“Technovate has a great record with us, and the personal service we receive is unmatched. In this day and age, most people feel that pricing is everything. But to me, relationship is more important. We only do business with people we like and we’ve cultivated a very strong, ongoing rapport with Technovate,” mentions Pierre. “They consistently under-promise and over-deliver, which I really appreciate.”

High Score for Technovate

According to Pierre, CoMas Group will partner with Technovate for the foreseeable future as their work has gone exceptionally well and the people and culture keep the company coming back. He continues to be impressed with Technovate’s quality work, accurate translations and exceptional service. Pierre also enjoys the relationship and personal attention from his account manager at Technovate, who has been professional, courteous and responsive.

“Over the years, they’ve never let me down, providing consistently flawless service and accurate translations,” Pierre explains. “Technovate has provided exactly the kind of care and attention that every client would want or expect and I regularly recommend them to colleagues and friends.”



TECHNOVATE TRANSLATIONS

Technovate Translations is a fast-growing company with the efficiency of a large enterprise and the client-centered values of a small business. Their qualified staff provides accurate and timely translations for business documents, marketing materials, website or software localization, audio/video, and medical/financial/legal documents, among others.

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