



In late 2018, Janus established a partnership with Bathmatedirect, a manufacturer and seller of intimate men's health products which was established in 2006. Since then, the company has become the best-selling brand in its field, with

over a million units sold worldwide. The company's products are dermatologically tested and safe to use – in fact, they have been shown to improve men's sexual health.

[www.janusww.com](http://www.janusww.com)





## Challenges

- Full service cycle: translation, editing, proofreading and language sign-off
- Linguists working across different time zones (Americas, Europe, Middle East, Asia)
- Translation term base featuring 15 target languages and consecutive terminology management, allowing consistent translation of terms across all projects
- Development of a style guide to ensure language and style consistency and unit localization for higher quality translation

## Solutions

- Dedicated project managers, resource managers and a linguistic team specialized in marketing translations
- Multi-language translations (European, Asian and other languages on request)

## Solution elements

- Complex marketing translation services
- QA and proofreading services
- Creation of style guide and an extensive list of instructions

We have been able to fulfill Bathmatedirect's requirements even in parts of the world where these kinds of intimate products are considered to be sensitive and may violate the local culture and/or religion. Janus Worldwide is ISO 9001, ISO 17100 and ISO 13611 compliant, adding an additional layer

of quality control as a full-service translation and localization provider with multilingual solutions for any industry that involves product-driven translation (i.e. marketing translation).

