

Lesson III

Translating B2B promotional material

B2B-introduction

B2B = Business to business

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Communication targeted at other companies, usually operating in the same industry as the author company, unlike B2C.

The addressee knows the product/service very well

B2B promotional texts are therefore generally more informative than B2C ones, although the amount of information contained varies depending on the text genre.

THE NEW GENERATION PORCELAIN

RAK

SLIM

DIMENSIONAL PERFORMANCE

AN INNOVATIVE GREEN BUILDING CONCEPT LAUNCHED BY RAK CERAMICS

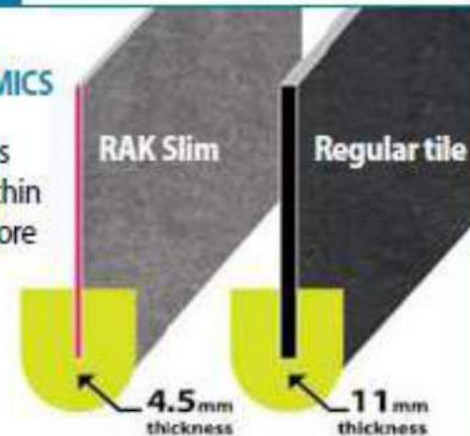
RAK Slim Dimensional Performance is an innovative, lightweight and ultra thin porcelain tile product. RAK Slim is more flexible, durable and workable than standard ceramic products.

FEATURES & BENEFITS

- ▶ Full body porcelain
- ▶ 4.5mm thickness
- ▶ Lightweight, less than half the weight of conventional tiles
- ▶ Easy to cut, drill & install resulting in faster job completion
- ▶ Can be laid directly onto existing tiles with 100% adhesion cutting out intensive labour, cost & mess of demolishing tiles
- ▶ Significantly reducing the weight-bearing load on walls or structures

APPLICATIONS

- ▶ Ideal for internal & external wall cladding
- ▶ Tiling over existing walls & floors
- ▶ Suitable for residential and light commercial tiling applications



Prestige Tiles P/L
16 Raglan Road
Auburn NSW 2144
p 02 8717 9044
f 02 8717 9017

www.rakceramics.com
www.prestigetiles.com

B2B Genres

Catalogues, price-lists, e-commerce websites (highest information content – less ‘catchy’, more schematic style)

Promotional correspondence, e.g. unsolicited offers

Company presentation **websites**

Brochures, e.g. to be distributed in trade fairs

Advertising through specialized channels, e.g. ads in the trade press, in-stand posters at trade fairs, banners in industry-related Websites... (lowest information content, but still higher than B2C – catchier style)

The use of ‘catchy’, creative language and images is inversely proportional to information content, but can be present even in the most informative genres.

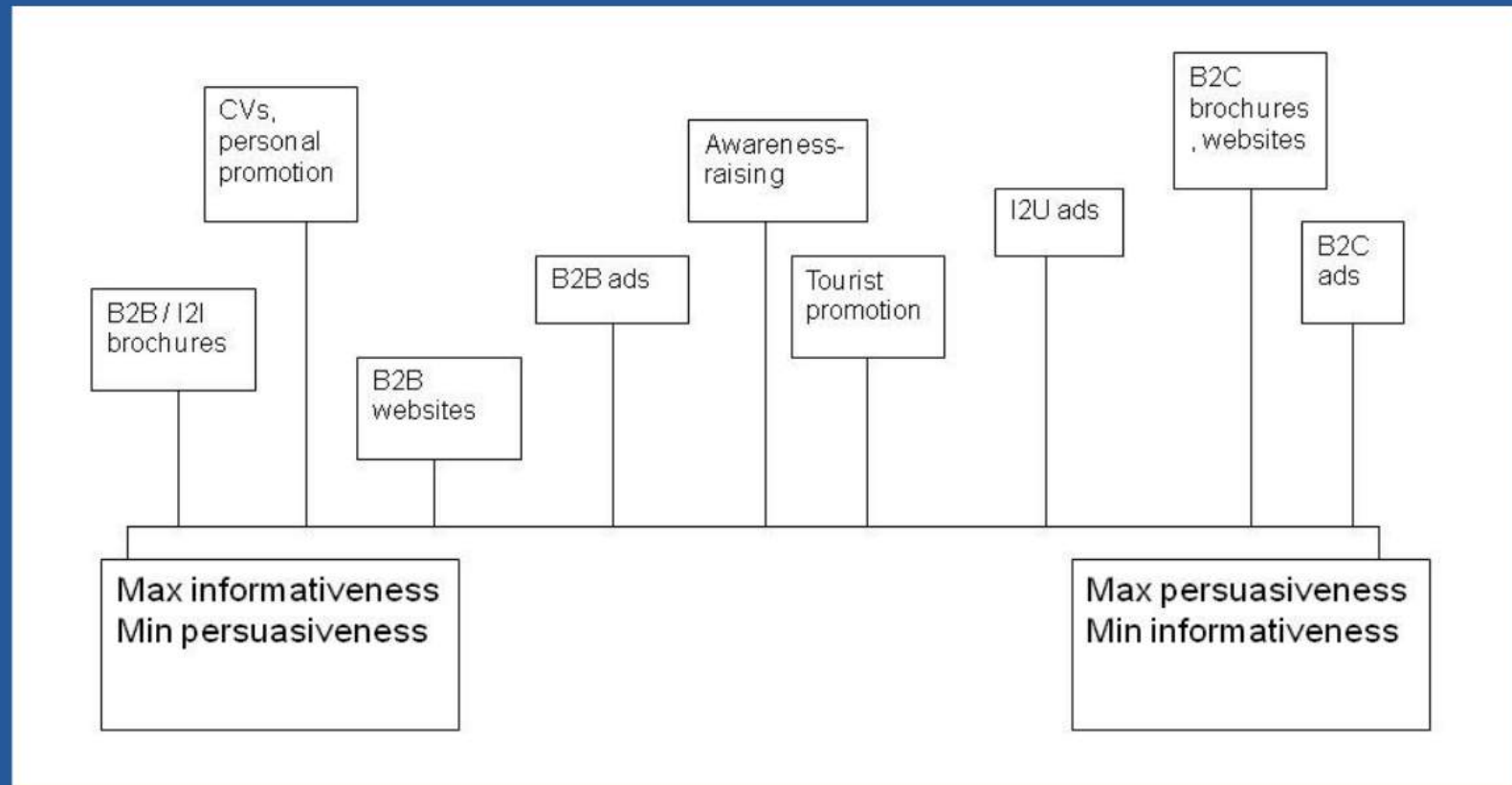
Information



Persuasion

The extent to which the text can be defined as informative or technical, compared to the extent to which it appears to aim at persuading the addressee by means that do not include the provision of objective data or facts.

Torresi : 2010



B2B translation

Higher technical content

- Specialized terminology
- Use of Cat tools

Space constraints

Same strategies as B2C

- E.g. Intersemiotic translation: rebuilding translation around sign systems or rewriting the verbal around the visual.

B2B Websites

Very similar to personal websites (cfr. last lesson) BUT

B2B websites even if accessible to everybody clearly address other companies

More specific language is needed, coupled with pictures that are both descriptive and evocative.

In B2B websites, we will find a mix of **technical language** and **raw facts** (which are best translated faithfully) on the one hand, and what Bhatia calls “**lexical boost**”.

Lexical boost may be defined as the presence of adjectives or phrases used as “forms of positive evaluation [...] to achieve the purpose of appraising the product” (Zhu, 2005: 88).



Siamo il partner ideale **per le vostre produzioni internazionali**

<http://www.st-ed.com/i01-home.htm>

Milos Structural Systems produces a wide range of products and structural solutions with the flexibility to change and adapt to required conditions. [...] Maximum value of money is delivered with each product offer to **help customers build their business** while Milos keeps pace with their evolving demands.

<http://milossystems.com/About-Us/>

Examples

Try and translate a few examples, where technical language is *italicized* and lexical boost is in **bold**:

We provide **excellent** technical support and back-up both from our **experienced** technical department and our team of Regional and Area support managers. We perform *site visits*, prepare reports and letters, offer remedial advice and are also licensed by RIBA to prepare full *NBS M40 tiling specifications*.(norcros-adhesives.com)

Papertech manufactures and distributes optimization tools for the *Pulp & Paper industry*. Our goal is to help you **optimize** your production and help **improve** the quality of your products. Papertech is **committed** to providing you with the **best** solutions for complete process **optimization** from the *wet-end* to the *dry-end* to product analysis. (www.papertech.ca/)

Basing [sic] on its **long** experience in the processing of *fiberglass*, Agritech has developed a **successful** range of shelters for *calves* and other *grazing animals*. (www.agritech.it)

Translation strategies/2



Always bear in mind that all technical information is given to INFORM the addressee so it is important to translate it as accurately as possible.

When translating, and when possible, always ask for specific terminology the client would like the translator to use or parallel texts (multilingual website) to avoid terminological misunderstandings.

In a B2B website always remember that the information to persuasion ratio of different sections may change sensibly and your translation approach should change likewise.



Pay attention to the use and possible translations of **personal deixis** (3rd form detachment/we-you emotional bond)

ma frammentarie fino a che, trovato un contesto favorevole, sviluppano la loro dinamica inarrestabile e si trasformano nel punto di luce di un gioiello editoriale.

Task



Try and translate the excerpts above from this website: <http://www.st-ed.com/iO1-home.htm>

The Italian version of this site was developed from the English one, which, in turn, had been translated from the German original by English native speakers. Both the English and Italian versions were then independently adapted by the commissioners with the help of native speakers, to make them as 'natural' as possible. Notice how several parts have been thoroughly re-written. Focus on how metaphors have been used to naturalize both the English and Italian texts, adjusting them to the target culture.

A metaphor is the transfer of a quality from a primary subject to a secondary

Your books ...

Discover an international readership. Our highly specialist bibliophile team of translators, designers, producers, typesetters, copy editors and proofreaders can help you with any or every stage from initial idea to finished book on a distant shelf.

... for readers the world-over.

I vostri libri ...

Siamo il partner ideale per le vostre produzioni internazionali grazie alla solida esperienza e allo staff di traduttori, redattori e grafici altamente qualificati, uniti dall'entusiasmo per i libri e per tutti i nuovi media.

... per i lettori del mondo.

Some brilliant ideas remain fragmentary for a long time.
Suddenly circumstances may change and they grow
and develop a fascinating dynamic
<http://www.st-ed.com/e04-entdecken.htm>

Vi sono idee che diventano compagne fedeli, brillanti, tenaci,
ma frammentarie fino a che, trovato un contesto favorevole,
sviluppano la loro dinamica inarrestabile e si
trasformano nel punto di luce di un gioiello editoriale.

Task



Try and translate the excerpts above from this website: <http://www.st-ed.com/i01-home.htm>

The Italian version of this site was developed from the English one, which, in turn, had been translated from the German original by English native speakers. Both the English and Italian versions were then independently adapted by the commissioners with the help of native speakers, to make them as 'natural' as possible. Notice how several parts have been thoroughly re-written. Focus on how metaphors have been used to naturalize both the English and Italian texts, adjusting them to the target culture.

A metaphor is the transfer of a quality from a primary subject to a secondary subject. For instance: crude oil (primary subject) is often called 'black gold'. Frequent usage wears metaphors out, until they 'die'. That is, people do not perceive them as metaphors any longer, and use them routinely. Metaphors and rhetoric figures are frequent in promotional texts, we'll see them in more detail in the next few weeks.

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B2B Advertisements

Similar to B2C: space constraint, presence of visuals

Developed to be circulated in the trade press:
competition with other B2B ads

Generate curiosity/interest by transmitting their
message in the shortest time possible.

The information to persuasion ratio changes: some of
them are very straightforward and informative, others
more persuasive with a catchy headline/payoff.

Checchi & Magli
Tecnologie per l'orticoltura

TRAPIANTATRICI
DUAL EASYSET 4

TRAPIANTATRICI
DUAL 11/15/20/25

MACCHINE PER LA PATATA
RICHIESTE IL NOSTRO CATALOGO

**AIUOLATRICI
PACCIAMATRICI**
AL 510

Via Guizzardi, 38 40054 BUDRIO BOLOGNA ITALIA
Tel. 051.80.02.53 Fax 051.69.20.611
www.chechimagli.com

High information

Low persuasion

**Unparalleled Protection against Staining,
Mould & Mildew for all Masonry Surfaces**



Have you discovered Seal-Guard® yet?

Seal-Guard® is uniquely formulated to be ideal for use on ANY type of stone & tile finish. Seal-Guard® products are popular both with contractors and DIY consumers because of their Ease of Use✓, Performance✓ & Durability✓.

Why stock large varieties when Seal-Guard® will do it all.✓✓✓

Try it for yourself and see why Retailers & Contractors have switched to Seal-Guard®



Gold Label Protection

- ✓ Heavy Duty Impregnating Sealer for all types of surfaces
- ✓ Trade & DIY Sealer of choice throughout the world
- ✓ Seals any type of Tile or Stone with a fast drying time
- ✓ No residue; invisible upon application; easy to apply
- ✓ Can be applied on damp surfaces & allows treated surfaces to breathe
- ✓ Protects against oil & water based stains
- ✓ Manufactured in the UK by Seal-Guard Sealants (UK) Ltd



Spray & Go Application

- ✓ The NUMBER ONE Selling DIY Aerosol Sealant in the World
- ✓ Seals any type of Grout, Tile, and Stone quickly & easily
- ✓ Invisible upon application
- ✓ Seals damp grout within 20 minutes of installation
- ✓ No wiping off tiles
- ✓ Resists mould, mildew, oil and water staining



Sure-Clean

- ✓ Powerful Cleaner for removing grease, oil, wax, & stubborn stains
- ✓ Non Acidic so will not harm or etch the surface

Porcelain & Stone Protection

- ✓ Slower Drying Sealer formula ideal for Polished surfaces
- ✓ Low odour

**Look for the Seal of Quality
Accept no Substitutes!!!**



www.seal-guard.co.uk

Distributed in Great Britain by Tel: 0800 046 7941
Seal Britannia Ltd Fax: 0844 811 1246
The Barn, Park Leys, Botolph Claydon
Buckingham MK18 2LR admin@seal-guard.co.uk

Distributed in Eire & Northern
Ireland by Dycon Ltd
sales@dycon.ie
+353 (0) 287 5738

*Analyse the ad
structure*

Any wordplay?

Use of personal deixis

*Information AND
Persuasion strategies*



Ultim8

PERFORMANCE



- Non-slip
- Kitchens & bathrooms
- Easy to use
- Ready mixed
- BS EN 12004 D1T

- High grab
- Power showers
- Water resistant
- Ready mixed
- BS EN 12004 D2T



Norcros Adhesives
Norcros Ltd, Unit 1,
The Mill, Stone Way, Telford,
Shropshire, TF1 1AD
Tel: +44 (0) 1827 524148
Email: sales@norcros.co.uk



BIG

is beautiful

Ask about our great selection of large and non-standard sizes, direct from stock



Scan here for latest brochure

An ISO 9001 approved company and CE compliant supplier

The UK's premier supplier of slate and limestone products from around the world



For great **TRADE-ONLY** prices, call today on: **01283 734990** or register online at **www.tradepricestoneltd.co.uk**

Exquisite stone, direct to trade, direct from stock



In advertising metaphors are frequent, and can be revitalized or strengthened by verbal-visual interaction. E.g., a non-precious product can be called 'a jewel', and the visual can show a woman wearing it around her neck, interpreting the metaphor literally and thus revitalizing it by making the reader aware of its usually non-literal meaning.



Chi perde chicchi
perde un tesoro

Ci sono spannocchiatori che lasciano sul campo molte pinnocchie e chicchi di mais. Con Drago questo non accade. Drago è l'unico spannocchiatore al mondo con **piatti spannocchiatori che si regolano automaticamente e simultaneamente a seconda della grandezza dello stelo, senza interventi dell'operatore.** L'automatica funziona in modo indipendente su ciascuna fila, inoltre i rulli elevatori sono più lunghi, per un distacco più dolce della pinnocchia dalla pianta.

Grazie a queste esclusive caratteristiche:
mungitura dello stocco perfetta, raccolto totale senza perdite, maggiore produttività... e il tesoro è tutto vostro!

SIMA
Parigi 24-28 feb 2013
Pad. 6 - Stand D068

DRAGO
Lo spannocchiatore intelligente

olimac
L'INNOVAZIONE CONTINUA

Olimac s.r.l. - Via Cuneo, 41 - 12040 Margutta (Cuneo) Italy
tel +39 0171 384998 - fax +39 0171 384904 - info@olimac.it - www.olimac.it

Next week

Recupero giovedì 27 alle 9 (non ci sarà lezione il 7 aprile)

Caricherò assignment + letture sul sito se riprenderà mai a funzionare.