

# THE SIX-POUND CHALLENGE



## Reducing Time and Tedium With Translation Technology

Industry: HVAC

Format: Adobe® InDesign®

Language: Spanish

Delivery: Both Web and Print

Products: 20,000

Pages: 1,300+

**SUMMARY:** An examination of the challenges and obstacles presented by a large and complex catalog project for English to Spanish translation. This paper explores the elements that made this project challenging for the client and the translation provider, provides an overview of the strategic solution, and details the lessons learned along the way.

# The Six-Pound Challenge

This wholesaler's catalog literally weighed in at six pounds. The hefty size, as well as the complexity, timeline, and format all contributed to an interesting challenge for translation. The catalog includes 20,000 highly-technical product descriptions packed tightly in a complex design, spread over more than 1,300 pages. In addition to the print version, a digital version is hosted on the company's website.

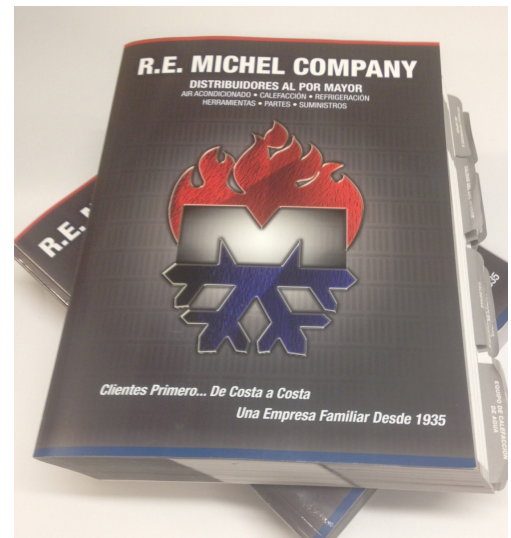
The company had previously attempted to have this large project translated to Spanish, but faced several obstacles, which are discussed in this paper.

## Client Profile

**R.E. Michel** is one of the leading wholesale distributors of Heating, Ventilation, Air Conditioning and Refrigeration equipment, parts and supplies in the U.S.

The family-owned company was established in 1935. R.E. Michel is based in Baltimore, Maryland, and has 240 sales locations coast to coast.

The contractors who buy products, parts and supplies from R.E. Michel rely heavily on the company's extensive catalog, both online and in print. This complex catalog is updated annually, and up until 2014, was only available in English.



## Industry Insights

R.E. Michel stays at the forefront in its industry by paying close attention to changing trends that affect the company's key stakeholders. The company was increasingly aware that many HVAC contractors were asking for the company's materials in Spanish.

"As we have grown across the country, we have seen a growing need to provide our catalog in Spanish," said Glen Baker, VP of Sales for R.E. Michel. "Whether in Florida, Washington, DC, California, Texas, Georgia or Arizona, we want the Hispanic HVAC technician to know it is easy to do business with the R.E. Michel Company".

### Census Shows: 1 in 6 HVAC Contractors In U.S. is Hispanic



U.S. Bureau of Labor Statistics, "Labor Force Statistics from the Current Population Survey," 2013.

# The Challenges



The client ran into difficulty finding a translation partner for this project, due to several obstacles. Sovee's Language Strategist learned that these revolved around several important concerns:

1. Time was of the essence. The catalog is updated each year, and the print deadline required a complete turnaround within six months. Normally, that would make the project a perfect fit for a cloud-based MT solution. However, this project had additional complexities.

2. Like many technical industries, HVAC has a language of industry terms that is quite distinct, with many words that make no sense in a general context. This is difficult for an open source translation engine, so a Smart Engine system is often the recommended solution.

However, because R.E. Michel had not done any previous translations, the company had no existing corpus, translated industry terms or other rules to train an engine. The company was so new to translation, the catalog team was not even sure what their translation preferences would be in Spanish. With the deadline for the print catalog ticking ever closer, it was clear that additional resources would be required.

3. Prior to contacting Sovee, R.E. Michel had been discouraged by its initial contacts with translation providers. The company found the estimated price too high, and that the providers were unable to work within their Adobe® InDesign® documents so they could be immediately repackaged for Catalog Studio™.

4. The Adobe® InDesign® document pages included many complex tables and elements that required special attention to formatting, because the translated Spanish text naturally would be quite a bit longer than the original English.

With such a pressing deadline, it was necessary to avoid as much cut and paste and reformatting as possible.

5. The catalog Index posed its own challenge. It was created in Adobe® InDesign® with three levels of tabs, which posed a problem, because the program is not equipped with a tool to re-sort the translated text in alphabetical order while retaining the levels of formatting.

So, when "water" was translated to "agua," the index was not alphabetized. Exporting the index to other programs did not work. This required a custom solution.

## Sample Page

**HEATING AND COOLING SYSTEMS**

**MULTI-POSITION MODULAR BLOWERS**

- Multi-pace (upflow, downflow, horiz)
- Durable steel cabinet with polyester urethane finish
- Multi-speed PSC and ECM motor models
- Plug-in heater kits
- Control board & circuit board

**10 YEAR WARRANTY**

**MB7(B/E)/VM Series**  
800-2000 CFM Delivery

The MB7 series offers exceptional flexibility for space restricted applications. Match the MB7 with a C7 caused coils to create upflow, downflow, and horizontal two piece air handlers. The MB7 features complete plug-in wire connections for electric heat modules with field-selectable sequencing of heat-strips. Breakers are easily accessible from the front of the module. All modules are 230 VAC - 1 phase - 15 amp max. fuse requirement.

MB7EM models offer three speed options with "PSC" motors.

MB7EM models feature energy efficient ECM motor for extra quiet and smooth blower on and off cycles. Provides 16 field-selectable cooling airflow and 16 field-selectable heating airflow to match any application and can increase air conditioning and heat pump efficiencies up to 16 SEER and 9.0 HSPF.

MB7VM models offer quiet ramp up / ramp down blower cycles with the efficiencies only offered with full variable speed blower motors.

Note: This product offers a 10 year All Parts Warranty when registered.

**MB7BM SERIES WITH PSC MULTI-SPEED MOTOR**

CAT. NO.	MPG. NO.	MAX CFM	MOTOR HP	DIMENSIONS H x W x D	SUPPLY W x D	WEIGHT	EACH
2B44AC	MB7BM-0200A-ESD	1200	1/8	24.5" x 14.1" x 22"	12.7" x 12.3"	55 lbs	\$214.95
2B44AC	MB7BM-1200A-A	1200	1/2	24.5" x 14.1" x 22"	12.7" x 12.3"	65 lbs	\$251.95
2B44AC	MB7BM-1200B-B	1200	1/2	24.5" x 17.1" x 22"	12.7" x 12.3"	65 lbs	\$251.95
2B44AC	MB7BM-1800C-C	1800	1/2	27.1" x 15.1" x 22"	12.7" x 12.3"	75 lbs	\$244.95
2B44AC	MB7BM-2000C-C	2000	3/4	27.1" x 21.1" x 22"	12.7" x 12.3"	75 lbs	\$255.95

**MB7EM SERIES WITH ENERGY EFFICIENT ECM MOTOR**

CAT. NO.	MPG. NO.	MAX CFM	MOTOR HP	DIMENSIONS H x W x D	SUPPLY W x D	WEIGHT	EACH
2B45AC	MB7EM-1200A	1200	1/2	24.5" x 14.1" x 22"	12.7" x 12.3"	55 lbs	\$244.95
2B45AC	MB7EM-1800C-C	1800	1/2	27.1" x 15.1" x 22"	12.7" x 12.3"	75 lbs	\$277.95
2B45AC	MB7EM-2000C-C	2000	3/4	27.1" x 21.1" x 22"	12.7" x 12.3"	75 lbs	\$1,185.95

**MB7VM SERIES WITH VARIABLE SPEED MOTOR**

CAT. NO.	MPG. NO.	MAX CFM	MOTOR HP	DIMENSIONS H x W x D	SUPPLY W x D	WEIGHT	EACH
2B44AC	MB7VM-1200A-C	1200	1/2	24.5" x 14.1" x 22"	12.7" x 12.3"	52 lbs	\$1,100.95
2B44AC	MB7VM-1800C-C	1800	1/2	27.1" x 15.1" x 22"	12.7" x 12.3"	75 lbs	\$1,110.95
2B44AC	MB7VM-2000C-C	2000	3/4	27.1" x 21.1" x 22"	12.7" x 12.3"	77 lbs	\$1,353.95

**ACCESSORIES FOR MB7(B/E)/VM SERIES BLOWERS**

CAT. NO.	MPG. NO.	DESCRIPTION	USE WITH	EACH
2B45S	004427	5 KW Heater with Breakers - 1 phase	A1	\$124.45
2B47T	004429	8 KW Heater with Breakers - 1 phase	A1	\$183.20
2B48D	004432	15 KW Heater with Breakers - 1 phase	A1	\$212.50
2B48J	004414	15 KW Heater with Breakers - 1 phase	1200A - 2000C	\$203.70
2B48D	004416	20 KW Heater with Breakers - 1 phase	1200B - 2000C	\$251.60
2B47E	004426	5 KW Heater without Breakers - 1 phase	A1	\$121.46
2B47B	004428	8 KW Heater without Breakers - 1 phase	A1	\$172.20
2B47F	004411	15 KW Heater without Breakers - 1 phase	A1	\$173.30
2B47A	011254	Single Circuit Adapter for 2 Circuit Breakers	A1	\$16.44

**240V Single-Phase Heater Kit Application**

Nominal KW	Matched Units						With Circuit Breakers	Without Circuit Breakers	Order Number
	1200A	1200B	1200C	1800C	2000C	2000D			
5	X	X	X	X	X	X	X	804409	901820
8	X	X	X	X	X	X	X	804412	901811
15	X	X	X	X	X	X	X	804414	901811
20	X	X	X	X	X	X	X	804418	901811

# The Strategic Solution



It was easy to see why a manual translation of this hefty catalog would have netted an expensive quote. The time spent cutting, pasting and reformatting would likely take as much time as the translation itself.

After evaluating the challenges, Sovee's Language Strategist recommended a combination approach, using Smart Engine MT technology, paired with post-editing and industry research by native-speaking translators, using these tools and methodologies to address the client's challenges:

## Technology Overcomes Tedium

Sovee's developers had recently launched an internal plug-in that allows our staff to translate text inside Adobe® InDesign® documents. This catalog was the largest project to date to test the performance of the in-house plug-in. All text was run through Sovee's Smart Engine for a first-run translation. This completed the "heavy lifting" quickly, leaving our translators more time for research and verification, and less time spent on tedious tasks.

The Plug-In maintains the majority of the text formatting (font, headlines, text, color and paragraph breaks), so the only reformatting needed is to accommodate the length of Spanish text, which, as usual, was longer than its English equivalent.



## Lesson Learned

*When Sovee delivered the first set of files to the client, the marketing team was unable to open the content. Sovee's developers, who live at the leading edge of technology, created the tool for the current version of Adobe® Creative Cloud. The client was using an older version of the software, which is not compatible with the current Cloud version.*

*For Sovee, it was a bit of a "back to the drawing board" moment. The short-term solution was to deliver the files in an .idml format, so they could be opened in either version of the software.*

*Meanwhile, our development team tackled the issue and developed a translation plug-in that is compatible with older versions of the Adobe® InDesign® software, so it can deliver translated files compatible with Adobe® InDesign® Creative Suite 6.*

## Research and Rules

This was more complex than a typical project, because R.E. Michel is a wholesale distributor for multiple brands, each with its own way of describing equipment and parts. Sovee's Spanish Language Strategists researched the industry's use of Spanish and created custom rules to ensure the descriptions would be appropriate for the industry and brands.

Once the rules were created, the Smart Engine applied the custom translation and "do not translate" rules throughout the 1,300 page document. This reduced the time needed for verification and post-editing by an estimated 51%.

Without the rules-based "first run" translation through the cloud-based Smart Engine, it would not have been possible to keep the project within the time line and budget the client required.

Going forward, any future translations for this client can leverage the knowledge that was created for this project. Not only will the original rules automatically be applied to the content, but Sovee's Smart Engine 2.0 automatically learns as it translates, with a proprietary auto-tuning process that provides continuous improvement, even as new items or concepts are introduced.



### Lesson Learned

As the project neared completion, all that remained was to alphabetically re-sort the catalog's six-page index. This proved to be the biggest challenge the project presented. The index had been created inside the design document, with a custom tab structure created by hand.

The translated version would not sort correctly in the design program, and when exported to other programs that offer alpha sorting, the programs did not recognize anything but the first level of information, so sub-topic data did not move with the appropriate topics

With a print deadline looming, we assigned a staff member the tedious chore of sorting and organizing the index line-by-line. She was incredibly relieved when one of our developers came to the rescue with a new plug-in tool created specifically for the design software.

The plug-in made it possible for Sovee to use technology to completely re-sort the index, avoiding a tedious and time-consuming task. While it is not usually our practice to develop tools for a project in progress, our developers are fond of new challenges and are always open to take on custom technology requests from our clients.

# The Results



Although there were times that this “6-pound project “was challenging, the outcome was successful for both Sovee and the client:

All 20,000 product descriptions were translated and verified for localization for the HVAC industry and the project was delivered to the client within the six-month time line.

Sovee was pleased to receive positive feedback on the project from R.E. Michel's Director of Marketing, Stephen Neathery. “Sovee demonstrated that exceptional is part of their entire process,” he noted. “Any bumps in the road were quickly smoothed letting the project move along at a quick but stress-free pace. We could not be happier with the finished product.”

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## About Sovee

Sovee is a premiere provider of translation technology located in Chattanooga, TN. Sovee offers dynamic translation for websites, software, apps, videos and live chat, as well as traditional document translation. Sovee's CAT Tool for Language Service Providers provides access to Smart Engine 2.0, the world's first self-learning MT engine.

Sovee also full end-to-end solutions for today's businesses, with localization, verification and post-editing services available through our network of 400 native-speaking translators. To learn more about our company and the languages we translate, visit [sovee.com](http://sovee.com).

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The Sovee Translation Plug-In is a stand-alone product developed internally by Sovee to work with Adobe® InDesign®, according to Adobe policies for independent plug-in development. THIS PRODUCT IS NOT ENDORSED OR SPONSORED BY ADOBE SYSTEMS INCORPORATED, PUBLISHER OF Adobe® InDesign®.