

Red Pony specialises in producing clear, concise and compelling content for traditional and new forms of communication.

Our services extend far beyond the written word—we take a holistic view of each project to recommend a strategy that will deliver the best possible result.

We offer a responsive and personalised approach backed by considerable experience and expertise to deliver targeted documentation for all requirements.



## Case Study | document localisation

### Client

Invetech

### Project Brief

Provide editing and document localisation services to modify an important company positioning paper for a US audience.

### Description

Invetech has been creating breakthrough products and custom automation systems for more than 30 years. As a global operator, Invetech provides specialist expertise in innovative design, engineering and manufacturing to clients around the world.

When Invetech wanted to produce a white paper on product customisation for distribution in the US, they engaged Red Pony to review the draft document and adapt the content for the target audience.

Red Pony reviewed the text to suggest improvements to the content and structure of the paper and applied US spelling, grammar and style conventions.

As a global organisation, Invetech recognises the importance of understanding the specific characteristics of each local market in which the company operates.

Red Pony applied our expertise in document localisation to identify nuances of language that might otherwise have had a 'jarring' effect on the intended readership.

The result was a targeted, authoritative white paper that reinforced Invetech's reputation as a thought leader in the area of product customisation.

For more information about Invetech, visit [www.invetech.com.au](http://www.invetech.com.au).

**“I was impressed with Red Pony's ability to recognise the different requirements of our US customers and edit our marketing materials with this audience in mind.”**

**Roger Langsdon**  
Senior Marketing Manager  
Invetech



### CONTACT

PHONE 1300 886 408 FAX 03 8080 6430 EMAIL [mail@redpony.com.au](mailto:mail@redpony.com.au) WEB [www.redpony.com.au](http://www.redpony.com.au)  
OFFICE Suite 401, Level 4, 282 Collins Street, Melbourne POST GPO Box 2299, Melbourne VIC 3001