

## Press Release

Automated Translation Processes in TYPO3 with ontram

### **Pectin Specialist Herbstreith & Fox Relies on Solution by AndrÄ AG**

**Berlin, 20-08-2009 – Herbstreith & Fox, a leading global manufacturer of pectins for food and non-food industries, soon will be implementing ontram, the web-based Translation Management System (TMS) by AndrÄ AG, to optimize its translation processes. ontram provides for efficient localization of its Typo3-based web pages, consistent data administration and faster availability of translated contents to Herbstreith & Fox. To ensure a smooth integration with the established Content Management System, AndrÄ AG has developed a Typo3 interface that allows for fully automated data exchange between the two solutions.**

By integrating ontram Herbstreith & Fox will be able to select areas of the web site in Typo3 to be translated and send these directly to the Translation Management System. In ontram a translation job is generated automatically from the given contents. ontram automatically detects any contents to be translated that match texts already contained in translation memory and proposes the stored translations to the translator. If the texts are identical, the existing translation may be accepted after a quick check. Any variations are displayed in color so that the translator can recognize which parts of the text need to be changed. This use of translation memory enables enormous savings on translation costs, exploits the potential for reusing translated texts, and provides for consistent terminology. Subsequent coordination processes are also reduced substantially.

What is more, everyone involved in the translation process is able to generate a preview of the current text status at any time – in the original design of the web page, completed with all navigation functions. During the entire process translators can use the intuitive, user-friendly ontram interface, so that no training in Typo3 is required.

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Herbstreith & Fox distributes its products all over the world and maintains sales offices on all continents. Pectin is an indispensable ingredient in today's food industry, in the manufacture of such products as jams, confectioneries and dairy products, but also in non-food industries like the cosmetics and pharmaceutical industries.

"ontram makes it possible for us to shorten correction loops, speed up processes, and thus shorten our time to market. We can also reuse contents that have been translated before for different purposes, allowing us to produce marketing materials at low cost", explains Gerhard F. Fox, managing director of Herbstreith & Fox about the advantages of the Translation Management System.

*2,527 characters (incl. spaces)*

### **About Herbstreith & Fox**

The Herbstreith & Fox corporate group, headquartered in Neuenbuerg, Baden-Wuerttemberg, manufactures high-quality pectins for the food and non-food industries. The product range of the company founded in 1934 is rounded out with sweetening agents and dietary fibers made from fruit. As one of the leading pectin manufacturers today, Herbstreith & Fox offers tailor-made products of outstanding quality, along with technical services for their application, guaranteed reliability and consistency. The export market is very important for Herbstreith & Fox: distribution partners are active in over 40 countries all over the world, offering the customer a close-meshed sales and service network to ensure high quality of service.

[www.herbstreith-fox.de](http://www.herbstreith-fox.de)

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### **About Andrä AG**

Andrä AG is headquartered in Swabian Straubenhardt, and maintains branch offices in Berlin, Karlsruhe and Darmstadt. Since its founding in 1999, Andrä AG has established itself as an independent service provider and manufacturer of sophisticated software products and supported companies in the systematic optimization of translation and adaptation processes. ontram, the Online Translation Management Framework by Andrä AG, is a user-friendly tool currently enjoyed by more than 1,000 users to process over 10,000 translation tasks a year in any language. Thanks to its fully web-based approach, open interfaces and the integration of all project participants within a shared workflow, ontram enables efficient translation management and market adaptation in real time. Reference clients include Daimler AG, Robert Bosch GmbH and Raytheon Professional Services.

[www.andrae-ag.de](http://www.andrae-ag.de)

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