

# ONAIR

Le magazine du groupe Air Liquide

## Lexcelera AIR LIQUIDE CASE STUDY

*Air liquide is a global French industrial Group, specialized in industrial gases.*

*Present in 80 countries all over the world, Air Liquide has been expanding for more than a century through its unique activity of gas for industry, environment and healthcare.*

*This business offers a variety of different activities connected by an industrial mindset, source of synergies and optimization.*



### KEY BENEFITS

- Reinforced Air Liquide's image of quality
- Optimized deadlines

### CONTEXT

On a three monthly basis, Air Liquide requires the translation of its internal magazine "ONAIR Magazine" into 7 languages (German, French, Spanish, Italian, Japanese, Brazilian Portuguese and Russian) within a short timeframe. For example, 2 weeks for a volume of around 20K words, which includes a process of validation by Air Liquide subsidiaries, followed by DTP integration using InDesign software.

The quality requirements are highly demanding since the magazine is widely circulated and Air Liquide is very concerned that their deadlines are respected.

### SOLUTION

Lexcelera asked proofreaders from Air Liquide's subsidiaries to validate the its translation teams, based on one translated page produced a few hours following the project launch.

In parallel, Lexcelera created a glossary which was then validated by Air Liquide. The glossary was included in the project parameters so that translators and proofreaders could access it and ensure that the approved terminology was respected.

In addition, in order to optimize deadlines and facilitate the validation process, Lexcelera carried out staggered deliveries, in bilingual format enabling proofreaders to easily insert their corrections, if any, in track change mode. Lexcelera's translators had only then to validate these corrections by accepting the track changes. This allowed the bilingual format to be directly imported into the translation project environment without any other intermediary steps, so as to generate the target language native format (InDesign).

Lastly, since Air Liquide's DTP team did not manage the target language layout, Lexcelera's linguists carried out a final proof of the PDF, to check for any errors inserted during the DTP phase.

### RESULT

- Lexcelera perfectly met Air Liquide's quality expectations, both in terms of the translation test phase as well as the Magazine translation.
- Deliveries were performed ahead of time, permitting the subsidiaries' proofreaders to work under less stress and the DTP team to work to more comfortable deadlines.