



BASF, REACH regulation

CASE STUDY

BASF Beauty Care Solutions uses state-of-the-art technology to research, develop, manufacture, and market ingredients for skincare products sold by international luxury skincare brands such as L'Oréal, Estée Lauder, Chanel, Clarins, and L'Occitane.

Every new product requires exploratory and applied research, sourcing management, the screening and registering of new raw materials, and the development of new scientific methods. BASF rises to the challenge with enthusiasm.



POSITIVE OUTCOMES

- REACH compliance in all countries of operation
- Strengthened HSE reputation within BASF
- Optimized budgets

THE CONTEXT

BASF Beauty Care needed to translate all their REACH (Registration, Evaluation and Authorisation of Chemicals)-related documents, including exposure scenarios and technical descriptions.

Source documents and any updates had to be translated into 23 languages. The volume of source content was about 100,000 words.

Quality and terminology management was of the utmost importance, since the content was highly specialized and any errors in the translation could have had a serious impact on BASF's products—and their reputation.

THE SOLUTION

BASF has entrusted Lexcelera with the translation and updating of all of its REACH-related documentation for the past three years.

Because of the highly specialized content, the large number of languages involved, and the strident quality requirements articulated by BASF, Lexcelera knew we needed to provide outstanding customer service along with translation management. A dedicated project team was put in place, including a Project Manager, a Vendor Manager and a Quality Coordinator. The project team met at the onset of the project to analyze, define, and agree upon the linguistic resources required, the Quality Plan, and the Risk Analysis.

Lexcelera identified, tested and recruited a team of 2 linguists for each language (46 translators in total). At the same time, we created a domain glossary for each language based on Bayer's previously translated documentation.

During the translation phase, Lexcelera used Machine Translation Technology combined with full human post-editing and a second full review by a third party. We also leveraged our automated internal quality control to ensure the terminology met our standards.

THE RESULT

Resource Management and Quality management were the keys to success!

- Lexcelera successfully handled **2,300,000 words within 2 months**
- All translations were validated by BASF's local offices
- All languages were delivered in a timely manner