

CRAFTSMAN TOOLS & OMNIA Partnership

As part of their continued growth in foreign markets such as America, Sweden, Spain and Russia, GTMA member Craftsman Tools Ltd who supply precision tool holding, work holding and supply chain management services to a broad spectrum of the engineering sector have been looking to the Far East for new business opportunities by exhibiting at a trade show in China.

Craftsman understand that localising their documentation when presenting their products in an overseas market is an essential step in gaining new business.

A new partnership between two GTMA members has emerged with Craftsman employing the skills of GTMA Business Partner and Member (OMNIA Multilingual Solutions) to translate their marketing materials into Simplified Chinese for an Industry visit to China. Omnia boasts over 30 years of experience providing multilingual translation and localization services to global companies.

Craftsman Tools Marketing Manager Nicola Sykes was delighted with the translated document and said “Thanks to OMNIA for all their help and I appreciate them getting it done within such a short timescale. I’ll definitely be in touch with OMNIA if I need any translations in the future”.

For Further information please contact;

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