



Cosentino Group saves 46% in Translation Costs with Translations.com's GlobalLink Technology

A producer and distributor of high-value, innovative surfaces used around the world by leading design and architecture studios, Cosentino currently distributes its products and brands to more than 110 countries. Generating 90% of sales from international markets, they needed to find a partner who could ensure the best and most consistent customer experience regardless of language or location as it continues its global expansion.

By using Translations.com's GlobalLink technology to localize their marketing material and website into 23 languages, Cosentino has built a quality-focused translation process that emphasizes project pre-flight and validation by global marketing coordinators. Through greater efficiency in translation workflows and project management requirements, Cosentino has generated savings of 46% on overall project costs.

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“Translations.com has become a key strategic partner for us. Their GlobalLink technology has enabled us to position our brand in global markets by facilitating efficient, scalable, and cost-effective deployment of multilingual content through any channel.”

Santiago Alfonso
Vice President of Marketing
and Communication
Cosentino