

# TripleInk

## About TripleInk

TripleInk is the multilingual communications division of Martin/Williams, Inc., in Minneapolis, Minnesota. For the past fifteen years, we have provided translation and marketing communication services in over 30 major commercial languages to US and foreign companies who want to reach international markets and audiences as well as ethnic audiences in the United States.

Our current roster of over 50 clients includes companies from a wide range of industries: medical and health care, agricultural products and commodities, automotive, financial services, packaged goods, hospitality and leisure, retail, manufacturing, telecommunications, human resource development and training, as well as government and non-profit organizations.

The work we do for these clients includes the entire spectrum of media: packaging and labeling, technical manuals and training videos, sales and promotional materials, annual reports, corporate capabilities brochures and videos, print and broadcast advertising, Web sites and interactive media.

We understand the different communication and production requirements of each medium. And, by matching our experienced in-house account managers, project managers and production artists with qualified freelance linguistic, creative and technical professionals, we have the capability and knowledge needed to create meaningful and effective foreign language communications.

## Working Together

TripleInk is dedicated to the highest quality in international and multicultural communications. Our freelance contractors, who may perform such services as copy writing, translating, editing, proofreading, and others, share our commitment to quality.

At TripleInk, we understand that in order to deliver their best work freelance professionals need the same background information, support and direction as the agency staff. And we know that it takes time to learn a client's business. Therefore, we work to develop long-term relationships with our freelance contractors and make them part of the team that we assign to each client account. For any given assignment, the TripleInk project manager provides the team with a project brief, relevant reference material, translation memory, and whenever possible, an adequate delivery schedule.

Our freelance team members generally use their own equipment and work in their own home or office. We rely upon their ability to meet deadlines and budgets. Freelance contractors are responsible for submitting invoices for services delivered, making their own tax payments, and keeping us updated on changes in vital information and availability.

While most of our freelance contractors also work for other firms, we stress client confidentiality and consideration of TripleInk's high standards of quality.