Welcome to our Be4ward newsletter, our opportunity to share with you our most recent articles, along with our company and wider industry news.

In this issue we share our company news, including the next of our summer webinar watch-backs, and the launch of a new report written by our Principal Consultant Grant Courtney and commissioned and published by EFPIA.

As always, we share our consultant's thoughts and knowledge via a series of blogs, concluding our look at **Excellent Packaging Artwork Capabilities** and in our **Ensuring Effective Translations** series we look at translation specifications and briefing your translation provider. You can find these in our Featured Blog Post section below, available for you to read on or off-line.

We're pleased to share with you our Executive Briefing for this issue: **Responding to Pharmaceutical Serialisation and Product Coding Legislation** outlining the requirements of serialisation and related

product coding legislation, discussing what needs to be done to address it and identifying some next steps to effectively manage the risk.

In our Top News Picks we share with you a few articles from the industry that we think are worth a read.

We appreciate you taking the time to enjoy sharing our news and updates. As always we welcome your thoughts and comment. If you and your business require advice or assistance in any of these areas, please do not hesitate to get in touch.

Kind regards,

The team at Be4ward

Go to Featured Blog Posts

Go to Executive Briefing

Go to Top News Picks

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Company News

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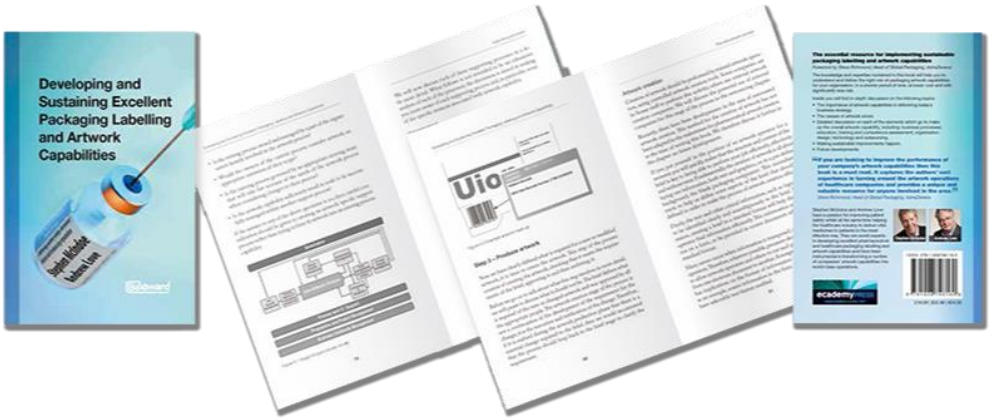
SWITCHING YOUR SERIALISATION SUPPLIER, IT'S JUST A WRONG TURN, BUT YOU NEED TO TURN AROUND NOW

In the current climate, with the increasing threat of product falsification and supply chain interruption and an ever-evolving landscape of legislation, robust serialisation and traceability solutions are more crucial than ever. One of the principal drivers in the success of your serialisation strategy is your platform supplier and partner selection. Ensuring you pick the best system provider for your operation is imperative not only for the success of your serialisation strategy, but to maintain your product's viability in many of the world's markets. For this reason, most company's serialisation journeys are already well underway, but the road is not always clear and often plans need revisiting and

revising. One such reroute could be that you have taken a wrong turn and find you need to change your platform provider mid-journey. This is not a problem, but you need to act quickly.

Read Article Here



ARTWORK PROCESS BOOK REVIEW ... MUST READ!

I approached reading this book with a touch of scepticism having been in the Artwork creation space all my working career, however I can confirm that it is a ‘must read’ for anyone associated with Packaging Labelling and the Artwork creation process.

Packaging and artwork creation presents a significant compliance risk and is critical to deliver a business strategy. As regulations change and adherence increases, product portfolios grow, routes to market get more complex and global in scale. Only a best-in-class, agile artwork development process will ensure your products are in market. As one senior VP of Labelling emphasised “without compliant packaging and labelling, you cannot sell your product in a market”.

Whether you are a VP or Director of Global Labelling, Artwork Manager or heavily involved in the review and approval process, this book offers an

informed perspective on both the Artwork right-first-time process and the governance of cross-silo interactions and accountabilities. Although the book focuses on the Pharmaceutical sector, I can confirm it provides recommendations that benefit all sectors.

For those developing or supplying Artwork & Labelling solutions, it offers great insight and a set of high-level requirements for fundamental features that are often overlooked by vendors viewing a business from an external perspective.

When discussing the pitfalls of human proofreading, it uses one of the best renditions of Cambridge research to evidence that the human brain can decipher words even when the middle letters are scrambled. “Cna yuo raed tihs? 55 plepoe out of 100 can. The author provides a paragraph in this style to illustrate the importance and accuracy supporting text verification software can bring.

There are other areas around governance, defining KPI’s, budget planning and business continuity that are often neglected by writers on this subject. It also touches on what I believe will be the next major evolution in the artwork and labelling space, eLabelling or off-pack messaging.

Finally, there is an informative chapter on making it happen and confirming that excellence is achievable.

As stated in the opening paragraph, this is a ‘must read’, but why not make up your own mind.

Order the book now

Webinars and Online

Be4ward

GSI Healthcare Online Summit

Our Principal Consultant **Grant Courtney** spoke about his recent **EFPIA - European Federation of Pharmaceutical Industries and Associations** report at the opening session of this unmissable **GS1** Healthcare summit, comprised of 6 excellent and informative sessions over 3 days.

Register now to access the recordings and hear Grant speaking at Session 1 – *Building strength in the changing delivery of healthcare*

Register Now

Effective Alert Management across EU FMD and DSCSA Saleable Returns
Be4ward & BSMA webinar

The EU Falsified Medicines Directive has been in effect since February 2019, a ground-breaking directive designed to harmonize the European approach to the prevention of falsified medicines. Via the FMD reporting systems, unexpected events and suspect products trigger alerts that require investigation. In this webinar Be4ward's Serialization and Traceability expert consultants, **Grant Courtney** and **Stephen McIndoe**, examine why these alerts are important and look at the impact of false alerts on compliance and sales revenue. They also consider how our learnings from FMD alerts can be used to inform the DSCSA saleable return process.

Watch Now

Company Blogs

Be4ward

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By Stephen McIndoe- VP of Be4ward

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Read it offline

Read it online

ENSURING EFFECTIVE TRANSLATIONS – PREPARING YOUR TRANSLATION

By Andrew Love - VP of Be4ward

Continuing in this series of blogs expanding on *Ensuring Effective Translations*, the next set of tips are to help you make sure that the information you are giving to your service provider is well prepared.

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Executive Briefing

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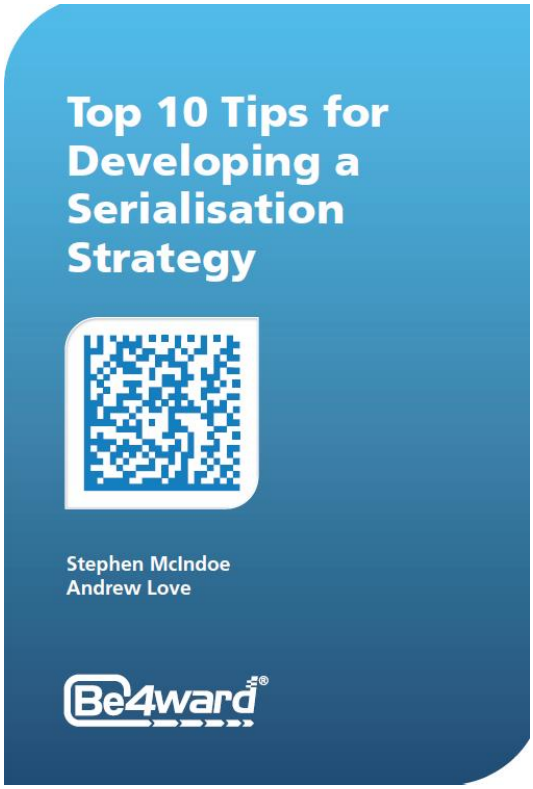

Top 10 Tips for Developing a Serialisation Strategy

INTRODUCTION

Stephen McIndoe

Andrew Love

Serialisation legislation will require new capabilities to be implemented

across many different functions of a typical company.
The most obvious include:

- Regulatory and legislative management and government affairs who will have to understand new emerging requirements and represent the company in external influencing and governance bodies.
- Packaging operations, where serialisation will have to be applied to the product packaging at one or more lines.
- Distribution operations, where the more complex serialisation models, this operational impact will extend into these operations in central and/or local markets, where information on individual sale and shipment transactions needs to be gathered and added to the serialisation information.
- IT, particularly for the more complex track and trace models, where significant IT capabilities will be required to manage serial numbers and tracking information related to the product and its movement.

The serialisation strategy of a company and the resultant serialisation service that delivers and maintains the capabilities required, needs to ensure that the requirements of legislation are thoroughly understood and that appropriate capabilities are defined to meet those needs. These capabilities must then be implemented effectively in a timely manner to ensure product supply is maintained. Once serialisation capabilities become available, companies can then look to leverage them for product security and other benefits that are not directly driven by legislation. The following is a series of tips for developing and implementing your serialisation strategy.

Read the **Executive Briefing** to learn more

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Top News Picks

Be4ward

We must prepare supply chains for future COVID-19 vaccines and therapeutics

By TOM WOODS for World Bank Blogs

Nothing would undermine delivery of successful COVID-19 (coronavirus) vaccines and therapeutic

treatments faster than the emergence of fake vaccines.

Click here to read the article

Click here to read the article

Global anti-counterfeit packaging market to grow to $17.47 billion

By Hannah Balfour (European Pharmaceutical Review)

Growth in the anti-counterfeit technologies market will be particularly large in the pharma industry due to increasing awareness around health and safety, says report.

Click here to read the article

Click here to read the article

New guidance to ensure medicine label claims are genuine

By Tim Sandle in Health

The U.S. Food and Drug Administration (FDA) has recently released new guidance concerning drug labeling. This is an important area to crack down on, as misleading claims can lead to patient harm.

Click here to read the article

Click here to read the article

Are You Prepared For The U.S. Enhanced Drug Distribution Security (EDDS) Requirements?

By David Colombo, director, Life Science Advisory, KPMG

The Drug Quality and Security Act (DQSA) was signed into law almost seven years ago on Nov. 27, 2013. Title II of this Act, known as the Drug Supply Chain Security Act (DSCSA), established a set of requirements and phased compliance dates for prescription drug manufacturers and other participants in the distribution chain to address vulnerabilities in the supply chain and to facilitate the tracing of certain drugs throughout the supply chain.

Click here to read the article

Executive Briefing:

Read Offline

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Introduction

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Tip 1

Identify and interpret the emerging and evolving legislation

Serialisation legislation, particularly in its early iterations, tends to be somewhat vague, incomplete and sometimes contradictory. Interpreting the legislation and predicting its impacts can present significant challenges, requiring specific serialisation knowledge as well as new legislative relationships with local legislators.

This is further compounded when considering the timelines allowed in the legislation. History has shown that timelines are often vague and subject to change. However, when implementation dates are finally set, they often do not allow enough time for robust implementation.

Given the uncertainties in requirements and timing, organisations need to ensure there is a clear way of communicating their considered view of the legislative requirements at any particular moment. Failing to do this will potentially result in individual functions or groups creating their own interpretations, which at minimum is wasteful of resources, but at worst results in capabilities being implemented which do not meet the eventual requirements of the legislation.

Tip 2

Understand the full impact of these multiple pieces of legislation on the company and product supply chain

Serialisation presents a potentially broad impact on a typical organisation. It is important to engage all of the potentially impacted parties early in the impact assessment phase to ensure that comprehensive solutions can be defined.

A further challenge is that multiple pieces of evolving legislation will often impact many of the same capabilities. Understanding these potential impacts and their likely evolution over time is key to ensuring effective solutions are defined and implemented in a timely manner.

Tip 3

Define solutions and implementation plans which strike the optimal balance between ensuring product supply and the caution that is prudent with this evolving legislation

There are often a number of supply chain configurations and technical options that can be brought to bear with particular serialisation legislative requirements. Short term tactical options have to be weighed against longer term strategic solutions. Some of the challenges that need to be addressed when defining optimal solutions include:

- Differing serialisation models being called for in differing pieces of legislation.

- Uncertainty in the detailed technical requirements as legislation evolves.
- Evolving and competing serialisation standards being developed by standards bodies and industry groups.
- The requirement for many supply chain nodes and assets to be able to handle multiple legislative requirements simultaneously.
- Deciding on the optimal degree of integration of serialisation capabilities with existing capabilities e.g. production control systems and ERP systems.
- Uncertainty in the timing of legislation.
- Striking the optimal balance between providing new equipment versus retrofitting existing equipment.
- Agreeing interfaces and implementation timelines with third parties.

Defining the timing of implementation plans, to a large extent, needs to be considered hand-in-hand with the solutions themselves. One risk that also needs to be considered is that of the ‘last minute rush’, or ‘Y2K effect’. By this we mean the risk that, as is so often the case with this type of legislation, everyone waits until the last minute to implement solutions, only to find that the supply base cannot cope with the peak in demand, driving up cost and forcing companies into non-compliance. This is a particular concern in the 2017 timeframe as the USA, Europe and others all have legislation which becomes effective around this time.

Tip 4

Understand the immature and evolving solution supply base and select appropriate implementation partners

Serialisation legislation is relatively new to the pharmaceutical industry and therefore the solutions available from the supply base are correspondingly immature and in many cases evolving. Supplier selection will often be the start of a very long relationship, as solutions that are initially implemented will need

to be supported and adapted to new requirements over time. There have already been several examples of suppliers that have come and gone as legislation has evolved or been delayed. Understanding the supply base and choosing the most appropriate suppliers will be critical to long term success.

Defining complete requirements covering all aspects of the solution's lifecycle and then realistically judging the supplier's ability to meet these requirements also presents challenges.

Tip 5

Resource implementation projects with sufficient serialisation specific knowledge to minimise the risk of wasted resources, delays and implementation failure

The specific challenge during the design, build, test and implementation phases of solution projects is to resource them with sufficient serialisation subject matter skills and knowledge to avoid common pitfalls, reduce wasted effort and the risks of delay and solution failure.

Organisations need to plan for these resource requirements, build sufficient capabilities internally and secure access to sufficient external resources where appropriate.

Tip 6

Understand global versus local

The question of global versus local needs to be considered on several different dimensions.

Firstly, there is a need to consider what is being standardised. There are some elements of the strategy and resultant solutions that need to defined, built and operated at a global level so that all supply chain nodes can be supported. Other capabilities may need to have globally defined standards, but the build

and implementation can be addressed locally. In other cases, it may be appropriate to direct all of the activity to local teams if there is no network-wide impact from locally generated solutions. Typical topics where the degree of standardisation needs to be considered include:

- Policy
- Requirements
- Solution Selection
- Design
- Build
- Test/Validate
- Implement
- Operate
- Support

The second consideration is where serialisation activities are to be undertaken. Again, there will be a mix of global, regional or functional or local answers to where you are doing things. For example, it may not be appropriate for all supply chain nodes to be individually tracking emerging legislation, but also packing operations are likely to stay at local supply chain nodes.

The final consideration is to what degree is the resultant capability global or local. Maintaining the number management systems is likely a global capability whereas maintaining the on-line printing and verification systems is more likely to be local.

In order to ensure that the capabilities required are appropriately specified and managed through their lifecycle, understanding and agreeing what is done globally, regionally or functionally and locally are key success factors in a serialisation strategy.

Tip 7

The need for flexibility

Serialisation legislation and responses are emerging across the globe from multiple different parties. Whilst often based of standard building blocks, the detail of the requirements shows significant variation. Whilst this is frustrating and a global set of common standards and solutions may be more cost effective, it is the reality of the situation and companies need to develop solutions to cope with it. This is why many companies have held back from progressing their serialisation projects for fear of developing the wrong solutions or backing the wrong technologies.

Furthermore, capabilities required to deliver additional benefits from serialisation capabilities installed initially to meet legislative requirements also need to be considered.

Therefore, when developing your sterilisation strategy, you need to be thinking of not just known, but also emerging and likely requirements. Solutions designed need to have a sufficient degree of flexibility to be able to cope with these requirements. This is not easy, but is a key challenge that must be made aware to solution design teams.

Tip 8

Define and agree some governing principles

The next tip addresses developing and agreeing the key principles required to govern the lifecycle of the serialisation capability. These principles should provide guidance for teams on what is permissible or not and would be approved and managed via the governance team.

Examples of principles could include:

- A single serialisation enterprise management system will be implemented and used by all supply chain nodes for transmission and receipt of serialisation numbers.
- A single serialisation issue investigation capability will be established with a physical presence in each geographic region.
- Supply nodes must ensure they have competent local capability to support installed on-line printing and verification equipment.

The benefit of such principles is that they clearly define the ‘rules of the game’ to all parties, thus providing a boundary and a decision making framework for the development of solutions. If anyone would wish to go outside of or change a principle, they would have to gain permission from the governance team.

Tip 9

Implement effective cross-functional governance

Given the cross-functional and cross-organisational nature of the serialisation capabilities, establishing the right inclusive leadership and governance is key to the long-term success of the activity. All stakeholder groups involved in the delivery of the serialisation capability need to contribute effectively or the whole process is at risk of failure. Therefore, all parties must buy into their roles in the processes and actively contribute to them. This will rarely happen if they are simply passive bystanders in the design of the capabilities or the delivery of the resulting activities.

A cross-function governance team should therefore be established to steer the definition, establishment, ongoing delivery and development of the overall serialisation service across the multiple stakeholder groups involved. This governance body should include membership from all of these stakeholder groups involved in the processes, including, where appropriate, external service providers. Typical activities that would be included in the role of such a Serialisation Governance Team include ensuring:

- A clear vision and strategy is defined and communicated.
- Decision making is taken with all impacted parties, at the right levels in each of the organisations involved.
- A ‘Target Response’ is defined that specifies what the organisation must achieve and by when, given the current state of legislation and the organisation’s considered view of how and when capabilities are required.
- Changes to the target response are carefully managed and cascaded to all impacted groups.
- Appropriate approval serialisation capability designs.
- The performance of the serialisation service is meeting business needs.
- The programme of legislative responses and improvement activities are prioritised and approved.
- Resources are in place for the serialisation service and improvement activity.
- Stakeholder group conflicts are effectively resolved.

Tip 10

Understand where to start

As a place to start, we would recommend a small focused piece of work which has the following objectives:

- Understand the issue as it relates to your business.
- Understand the likely impact across your organisation.
- Identify, educate and mobilise an effective cross-functional governance team.
- Establish an effective legislative monitoring capability.
- Define an initial ‘Target Response’.
- Define a plan of action.

- Identify any initiatives that are currently underway and define how they should proceed.
- Understand the high level budgetary implications.

From here, a programme of activity can be implemented to effectively manage the legislative risk and oversee subsequent capability deployment.

Summary

From all of the above, there are some key learnings that should be borne in mind when defining your serialisation strategy:

- Recognise the significant supply risk and manage it accordingly, establishing senior cross functional governance early.
- Mobilise your regulatory, legal and technical teams to establish effective access to, and interpretation of, the emerging legislative and technical standards.
- Actively interpret the evolving requirements and standards for the organisation using tools such as the ‘Target Response’.
- Establish a programme of activity to build organisational and extended supply chain capability.
- Be realistic about the emerging nature of these capabilities and build in adequate time and resource to effectively test and iterate solutions.
- Design serialisation activities to closely couple related actions to minimise the possibility for errors due to abnormal events.
- Design both the normal processes and the regularly occurring non-standard events to avoid product supply quickly grinding to a halt.
- Ensure cross-functional teams are established to carefully design the interfaces between departmental and organisational boundaries.
- Ensure adequate time is allowed for packaging design changes to be made to accommodate serialisation features required.

- Be cautious about suppliers who have little practical experience in this area.

About Be4ward

Be4ward helps Pharmaceutical, Biotech and other Healthcare companies and their supply base to improve patient safety and drive additional value from their product range. They do this through a range of products and consulting services.

Visit us at www.be4ward.com or contact us at enquiries@be4ward.com.

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Company Blogs:

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Why change?

There are many reasons why you may find yourself needing to reassess and move your level 4 serialisation platform. It could be that your current supplier is no longer in business or withdraws the product and support services. Maybe the current platform was put in as a short-term measure and is no longer fit-for-purpose. You may need a more affordable alternative, or developments in the scale of your operation could be prompting the change. Regardless of the reason, you're heading to a dead end, turn around now. Timing is critical here and the move must be made to a new platform without delay to enable continuity of business and avoid potential risk to your operation.

The task ahead…

The good news is that you have already crossed the first big hurdle. Launching and refining your first serialisation capabilities represent the bulk of the effort in the process. Making the switch to your new platform is more straight forward, as the hard work of the initial implementation is done. Yet, returning to the drawing board of supplier selection can be a daunting prospect,

particularly since the market, and possibly your business, will have evolved significantly since your original research.

There are many factors to consider and potential pitfalls to avoid when selecting your system supplier and finding the right platform for your business – flexibility, scalability, off-the-shelf versus bespoke, costs including hidden fees, timeframes, customisation opportunities, interfacing with partner systems and global standard capabilities, to name just a few. To prevent risk to the supply chain, your platform transfer process needs to be smooth, swift and seamless. There is no one-size-fits-all solution in this complex space, every single operation requires unique assessment and bespoke solution.

Here to help

At Be4ward we have significant, deep subject matter expertise in the traceability and serialisation space. Many of our team have worked in this area since its inception and have charted and even shaped every milestone along the way. This unique resource is available to help you navigate this next stage of your serialisation and traceability journey. We know the pitfalls to avoid and are highly qualified to assist you with assessing, selecting and implementing the ideal platform.

Experienced Our expert team has significant experience in working with all the key players in the traceability and serialisation marketplace. We have firsthand experience of implementing all the key platforms available and our knowledge of the various partner’s strengths and weaknesses is second to none.

Informed We possess the most up to date legislative information for every market, worldwide, covering both existing legislation and forthcoming requirements, ensuring fit-for-purpose and long-life solutions.

Independent Our independence within the marketplace guarantees we only ever deliver sound, impartial, trusted advice to our clients.

Expertise Our team's excellent consulting skills mean they can rapidly apply their extensive knowledge base delivering immediate, targeted help exactly where it is needed.

Optimisation We always strive to deliver maximum value and drive additional benefit from our solutions, optimising our serialisation and traceability solutions beyond just compliance. There are significant benefits to be reaped from a successful serialisation system, over and above basic compliance.

End-to-end Process Support From initial assessment, through supplier selection and platform implementation to training and system support, our holistic, comprehensive yet flexible programmes support our clients every step of the way.

For further information on our traceability and serialisation services please see our website

We have also published a selection of executive briefings and white papers on the topic of serialisation strategy and implementation.

Should you have any questions about this or any other of my blogs, or would simply like to request a copy of any of our publications, please don't hesitate to contact me directly on my email:

stephen.mcindoe@be4ward.com

Read it online

ENSURING EFFECTIVE TRANSLATIONS – PREPARING YOUR TRANSLATION

Andrew R Love

Continuing in this series of blogs expanding on Ensuring Effective Translations, the next set of tips are to help you make sure that the information you are giving to your service provider is well prepared.

Take a systematic approach to preparing the translation

Having an inquisitive translator will prove useful, no one gives your texts more careful attention than your translator. As they progress through your document, he or she is likely to identify uncertain issues, sections where clarification may be needed. This is a good thing! It will give you the opportunity to improve your original document. The kind of translator you want (the good ones) take your sentences apart entirely before they create new ones in the target language. Expect them to ask questions along the way.

Your translator should:

- Read and understand the entire body of the text before starting the translation.
- Make a list of terms or phrases that they do not understand in order to obtain clarifications.
- Use a spell-check programme, if available.
- Check for text enhancements: italics, underlined text or bolded text.
- Check for capitalisation, punctuation, and typographical errors.
- Verify the new format they created against the original version you provided. They need to account for every paragraph, bullet, box and format feature that was contained in the original version.
- Foresee adequate time to have the materials reviewed by the proofreader.

- Once the proofreader has made recommendation and suggested changes, the translator must evaluate if appropriate.
- Provide one final review of the translation one more time before publishing.

Beware of expansion and contraction factors

Word count can change when translating into other languages from English. This is known as the ‘expansion factor’ or ‘contraction factor’. For example, when translating from English to Russian, you can be certain that the word count will increase. Conversely, many Asian languages use scripts that require less space than English.

This means that when you are having a brochure, website or any other material translated into a new language, be prepared for the fact that it may become considerably longer or significantly shorter. Therefore, be sure to check how your translator charges for their service and whether they base their fees on the source or target language as this can make a difference in your final costs.

Consider that typography varies from one language to another. Many printers and office staff may be tempted to “adjust” foreign language texts to bring them into line with their own standards. This should be verified and avoided.

French has a space between a word and the colon that follows, and uses « » for quotation marks.

In German, all nouns take capital letters.

In Spanish and French, neither months nor days of the week take an initial capital. It’s not alright to type just an “n” when Spanish requires an “ñ”.

These may seem like minor things, but the cumulative effect is off-putting for foreign-language readers. Make sure your translator respects the typographical conventions of the language you need working into.

Beware of machine translations

Language translation: pas de problème! Just pop your text into an automatic machine or software translation, right? Not quite! With budgets being tightened, it may seem fitting to use this type of translation to save money and time, but it will most likely offer a translation filled with mistakes. This could potentially do you more harm than you think. Automatic translations don't think for themselves and can't grasp the important nuances of a language; they most often get it wrong. You will have no way of verifying if this translation is appropriate before it is too late.

By offering a less than perfect translation to your customers, it gives the impression that they are not worthy of you taking the time and making the effort to have proper text for them understand. This could mean a negative effect on your organisation's reputation.

If you must use machine translation, use it when you need to get just an idea of something for your own use. Machine Translation (MT) can be useful in these circumstances since it is free and quick.

While machine translation (MT) such as Google Translate and Babelfish have come a long way over the years, use it sparingly. It should not be used for your business communication. Machine translation (MT) should not to be confused with computer aided translation since it basically substitutes words from one language to another without considering nuance.

Some of the negative results of using machine translation include:

- The tool generates one meaning of a word in the target language, but the translated word can be out of context.
- Sentence structures are no longer recognisable in the target language.
- Grammar is generally overlooked; a sentence in the past tense might end up in the simple past form.

Areas where machine translation can be useful:

- Translation of emails to understand the basic communication.

- Quick translation of text from a website.
- To get an overall meaning of a letter received.

Areas where machine translation should never be used:

- Printing or publishing of documents
- Court cases
- Corporate marketing
- Patent applications
- Submitting tenders
- Contracts/agreements
- Medical documents

What about translation software?

As mentioned earlier, if you're pressed for time and want to get the essence of something for your own use, than translation software may be helpful. It is certainly quick and you can't get much cheaper than free. But as a general rule of thumb, raw computer output should never be used by your translator for anything outbound, especially without your express agreement beforehand. There are simply too many associated risks. Careful editing of machine output by skilled human translators could be an option, however, many translators will not accept such assignments as they believe that it's faster to start from scratch.

Finally, keeping up to date in current events and current slang needs to be considered by both the translator and your company. These can vary from one language to another and must be translated in the right context. We often provide our translators with texts containing new expressions that are trendy or have just crept into the language from everyday occurrences (social media). We need to ensure that our translators get the essence of our intended use.

In the next blog in this series, we will look at the eighth step – Review translation; tips to ensure that the correct quality assurance steps are undertaken to make sure the translation is correct.

Should you have any questions about this or any of my other blogs, if you would like to discuss the artwork processes within your company or would simply like to request a copy of my booklets, please don't hesitate to contact me directly on my email Andrew.love@be4ward.com

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Continuing in this series of blogs expanding on *Ensuring Effective Translations*, the next set of tips are to help ensure the correct quality assurance steps are undertaken, to make sure the translation is correct.

Determine up front who will conduct the review of the translation

The review of the translation is a critical step in the translation process. You need to consider in advance who needs to be involved in that review. This needs to cover both in-country review and possibly additional review by specific technical experts.

There are really two elements to the review; a proofread to ensure that all of the content has been included in the translation, for example units of measure have been transcribed accurately, and the review of the translated language. The review of the translated language would most often be carried out by

someone from your in-country team who is a native speaker and who knows your products and brand thoroughly.

It is a good idea to get reviewers involved before translation begins. They can be involved in creating the initial appendix and style of the document, learn about the background and goals of the translation, and create a sense of commitment in order to foresee time in their schedules for the final review. Getting them on board from the initial start of the project will help this final step in the process run efficiently and help ensure an on-time launch.

Also consider the skills and capabilities required by each of the reviewers. As this is a critical quality control step, do you need to provide procedures and training on how to undertake the reviews successfully?

Editing

It is an advisable business practice to have another team member read and perhaps edit your document prior to proceeding with the actual translation. A second pair of eyes can habitually find ways to improve even the most well written document, whether original or translated. However, if you are self-editing your document, you need to set a procedure or checklist.

This may include printing the document and rereading, check for lapses, missing numbers, lack of consistency and finally, spell-check. It is important for you to establish how you prefer to review your work; will you look for all types of errors at once or concentrate on one at a time? It is essential to specify these elements before beginning the translation process.

Have typeset copy proofread by your translator

This should always be done, no matter how comprehensive a procedure you have in place. Even if you work with trustworthy translation providers who know your company extremely well, there runs a risk of error with last-minute additions to your document (anything from new headings to simply changing a word) by well-intentioned peers. This is why it is important to ensure that you

have a native speaker on hand for the final adjustments – ideally, this person should be on the project from the beginning. It is also recommended that these types of final reviews be done in writing and not over the phone or video. It is essential that the complete document be in context.

Technical and scientific nomenclature are both rigorous and international

Even specialists writing on technology in their own language need to consult the correct reference when providing translation services; even they can make mistakes. Technical and scientific translators, like others, need to ensure that their output reads as intended in the original document. Actually, it often happens that it ends up being better than the original since it benefits from the concentration and skills of more than one pair of eyes. Beware when you review your document, if you notice incorrect use of technical terms, this could mean your translator is not qualified for your project. You may want to ask subject-matter specialists in your organisation for their input and comments.

Finally, before going to press, it is prudent to have your professional translator provide a final check for grammar, syntax, punctuation and style, especially if your subject-matter experts are not native speakers.

In the next blog we will look at the ninth step – Approving your translation; tips to ensure that the formal approval of the translation goes as planned.

Should you have any questions about this or any of my other blogs, if you would like to discuss the artwork processes within your company or would simply like to request a copy of my booklets, please don't hesitate to contact me directly on my email Andrew.love@be4ward.com

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