

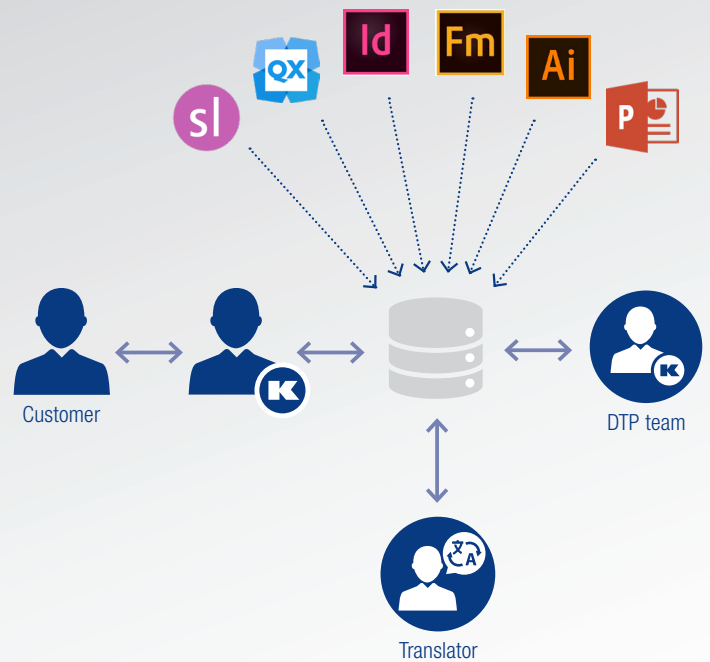


Desktop Publishing (DTP) and Printing

Whoever wants to advertise globally needs printed material in the language of the target-market. The in-house specialists at KERN Global Language Services adapt typography for the characteristics of each language so that contents, character-set and typeface are represented in country-typical formats.

In the process, KERN manages the entire DTP workflow, from drafting the translation to the graphic layout and printing. And all formats of your firm's communications are supported, from simple informational memos to company brochures. As a full-service agency, KERN minimizes your time, financial and development costs and guarantees the most success with international business activity.

We place a high value on constructive collaboration with clients. Only by assessing objectives together in each work-phase can we prepare the best foundation to achieve project goals.



Graphic Layout

Concepts and promotional materials developed for the European market often do not meet the same success on eastern European, Asian, or American markets. With over 40 years of experience in foreign advertising, KERN supports you in product design and presentation. The marketing principles used by KERN for global markets take cultural and psychological factors into account.

Marketing Texts in Foreign Languages and Typesetting

In order to suitably adapt foreign language marketing to your target-group, the marketing experts at KERN collaborate closely with translators. Together they translate your promotional texts to and from every prevalent global language such as English, French, Spanish, Chinese, as well as less common languages. Every translation is tailored to the advertising climate of the target market.

KERN composes European, Middle-Eastern or Asian texts in all layout programs, with special attention to respective country-specific requirements. In particular, each language's character-set and typeface are represented in a country-typical format. This means that your message will be understood by your target-group.

KERN Services

- Contact and consulting
- Advertising campaign planning
- Creating marketing texts in desired target-language
- Developing coherent themes and layout for marketing materials
- Developing foreign-language versions for use abroad
- Market appropriate foreign-language typesetting according to your existing graphic format or a KERN-designed format
- Project management all the way through quality control and distribution of promotional material

www.e-kern.com



KERN Group - Global Language Services

New House · Rooms 45/46 · 67-68 Hatton Garden · EC1N 8JY London · Tel.: +44 (0)207 831 5600 · kern.london · kern.london@e-kern.com

England: London · **Germany:** Aachen · Augsburg · Berlin · Bielefeld · Bochum · Bonn · Braunschweig · Bremen · Darmstadt · Dortmund · Dresden · Duisburg · Düsseldorf · Essen · Frankfurt am Main · Freiburg · Friedrichshafen · Hamburg · Hannover · Heilbronn · Ingolstadt · Karlsruhe · Kassel · Cologne · Leipzig · Mainz · Mannheim · Mönchengladbach · Munich · Münster · Nuremberg · Regensburg · Saarbrücken · Schweinfurt · Stuttgart · Ulm · Wiesbaden · Wuppertal · Würzburg · **The Netherlands:** Amsterdam · Eindhoven · Rotterdam · Utrecht · **France:** Lyon · Marseille · Paris · **Austria:** Graz · Innsbruck · Linz · Salzburg · Vienna · **Poland:** Warsaw · **United States:** New York · San Francisco