



# ENERGY

Exploration, Drilling & Production  
Human Resources & Technical Manuals  
Website & Marketing Localization  
Health, Safety & Environmental Protection  
Financial, Contractual & Legal Documentation  
Construction & Equipment Engineering  
Pipeline & Instrumentation  
Surveys & Research  
Refining Technologies  
SCADA

## *Technical Translations*

McElroy Translation has been a leader in technical translation since 1968. Our powerful and flexible workflow process is designed to reduce costs, guarantee quality, and deliver your product on time. Each project is assigned to linguists with strong technical backgrounds who translate into their native languages. Our translators have a thorough understanding of engineering and regulations common to the energy industry.

McElroy uses translation memory (TM) software to enable you to store and reuse translated text segments (or chunks) either within a document or across a series of documents. TM tools are designed to assist translators in producing faster and more consistent work by leveraging previous translations. This software allows us to build subject-specific glossaries for future projects. Text is only translated once, thus the more you have translated, the more cost-effective your projects become.

## *Marketing Translations*

You've put a lot of time and money into honing your brand. McElroy respects this process from translation to layout, protecting your message both linguistically and aesthetically. When translating marketing materials, a literal translation can often get you into trouble. Our linguists appropriately capture the language nuances, ensuring that your message remains uncompromised. Our advanced DTP department can localize your marketing pieces in multiple formats, including graphics and photos upon request. We work with all standard industry software for both Macintosh and PC (InDesign, QuarkXPress, PageMaker, FrameMaker, Photoshop, Illustrator, Publisher, PowerPoint, Flash).

## *Project Management*

Project Management (PM) is essential on multi-language projects. A dedicated project manager will orchestrate linguistics, editing, formatting, DTP, and web engineers to deliver all versions on schedule and to your exact specifications. This saves you time by ensuring all changes are communicated to each translator and editor, leading to consistency and on-time delivery.

*"We used McElroy Translation for a rush translation job that not only involved translating four brochures into Spanish, they also had to import the content into the brochure files and reformat them. We gave them less than two weeks' notice to perform the job. They were extremely cooperative, and thanks to them, we were not only able to meet our pressing deadline, but we were a day early! I would recommend them to anyone needing translation services."*

— CETCO OILFIELD  
SERVICES COMPANY

**McELROY**  
TRANSLATION  
 [www.mcelroytranslation.com](http://www.mcelroytranslation.com)