



**MOUNTAIN WAREHOUSE
RELIES ON JONCKERS'
360° E-COMMERCE
LOCALIZATION SERVICES**



FULL E-COMMERCE
LOCALIZATION EXPERIENCE

SEASONAL COLLECTION RELEASES

MULTIPLE SALES CHANNELS

FAST REACH TO NEW MARKETS

AUTOMATED PROCESSES

REACH INTERNATIONAL MARKETS QUICKLY, EFFICIENTLY, AND WITH A UNIFIED MESSAGE

A marketer's reach is always restricted as consumers only search, read, watch, and shop in a language they can understand. To entice new business, drive faster returns, and gain fatter profit margins, your shopfront needs to be clearly communicated and easy to find. Attractive and appealing support from product descriptions and customer feedback is also needed to sell products. If you have unclear product descriptions, you're likely to be left with unwanted surpluses, margin-killing discounts, or even customers who decide to click away.

Online product information, web content, and brand details are key to sales. Every successful online retailer knows that each new translation and localization opens the door to sales opportunities in a new market or region. Mountain Warehouse has witnessed first-hand the sales potential unlocked by a powerful and effective localization experience. Jonckers is specialized in offering e-Commerce companies a complete localization package. With WordsOnline, Jonckers' AI-powered translation platform, we translate product descriptions, terminology, titles, SEO... All you need to reach new markets quickly, efficiently, and with a unified message.

ABOUT MOUNTAIN WAREHOUSE

Mountain Warehouse is a British outdoor retailer founded in 1997. Over the past 24 years, they have grown from their first shop in Covent Garden (London) to have over 330 stores in the UK, North America, Europe, and New Zealand. Nowadays, Mountain Warehouse is available all around the world thanks to its online retail platform where they sell activewear and specialized equipment for outdoor sports like hiking, camping, skiing, and cycling.

Mountain Warehouse is aware of the sales potential that lies in localizing its products into several languages to reach several markets at the same time. They have been localizing their e-commerce experience into 4 different languages with Jonckers since 2016.

Why does Mountain Warehouse remain loyal advocates of Jonckers?

“Working with Jonckers over the past few years has significantly improved our time-to-market. Their quick turnaround times make it possible for us to enter multiple new markets simultaneously and increase our ROI. What's more, they get the tone spot-on in every translation. From Mountain Warehouse, we value Jonckers' readiness to support our localization needs.”

Mountain Warehouse Localization Team



MOUNTAIN WAREHOUSE CASE STUDY



Mountain Warehouse releases a new collection every year in autumn and spring. These collections usually consist of a huge catalog of product descriptions, but there's much more to translate to make their products stand out from their competition. From keywords to SEO content and titles with character limitations, everything needs to be translated to send a fully unified message in all languages that is in line with the overall branding.

Mountain Warehouse sells its products through multiple online channels. A portion of their catalog can be found on their website, but they also sell their collection on some of the best-known retail platforms such as Amazon and eBay. This helps them reach a wide range of target customers of any age or gender.



**SIMULTANEOUS LAUNCH
IN 5 LANGUAGES**



SEO CONTENT



**BIG CATALOG OF PRODUCT
DESCRIPTIONS**



FAST TURNAROUND TIMES



**RANGE OF TARGET
CUSTOMERS**



MULTIPLE ONLINE CHANNELS



TRANSLATIONS THAT HIT
THE RIGHT TONE



TRANSLATION MEMORY
LEVERAGE



UNIFIED MESSAGE



ANALYSIS OF TERMINOLOGY
AND KEYWORDS



AUTOMATED PROCESSES



HOW JONCKERS HELPED

Mountain Warehouse's products speak to a huge variety of target customers and that needs to be reflected in our translations. Jonckers translates all the necessary content into German, French, Spanish, and Italian, being sure to provide a unified message across all languages.

Of course, different types of text pose different challenges: product descriptions need to be appealing, keywords must be translated consistently through all types of texts, titles often have character limitations, product names must be left untranslated so that customers can find them, and terminology lists need to be enhanced with synonyms in all languages for improving SEO conversion. Jonckers provides the high level of translation expertise that offers Mountain Warehouse the complete coverage they need to break down the borders of language and open up their products to new markets across the globe.

We have gathered very precise instructions from Mountain Warehouse when answering the queries through our trained and specialized pool of linguists. Jonckers also creates, cleans, and maintains precise translation memories for Mountain Warehouse – later used to improve the quality of our translations and to reduce Mountain Warehouse's translation costs. These instructions, terminology lists, glossaries, and translation memories help us to hit the right tone and to follow Mountain Warehouse's style guide and terminology – a mandatory requirement for our translations so that they can successfully sell their products.

Above all, Mountain Warehouse is reaching those new markets faster thanks to the automation provided by WordsOnline. WordsOnline was designed with our e-commerce customers in mind. It allows us to provide scalable, fast, and accurate translations by automating all of the manual tasks that occur in the translation process. With the help of AI, WordsOnline allows us to cut down on costs and turn-around time by supporting or removing tasks such as file management and splitting, manual file assignment to linguists, and quoting – everything is automated.



THE RESULTS

Mountain Warehouse products are launched worldwide, on all platforms, and in all languages simultaneously. They rely on Jonckers' expertise as they consider us a partner that understands their message and how they want to transmit it. Over the years, Jonckers has created and improved different transparent workflows and end-to-end localization processes. WordsOnline enables us to ensure all goals are met while reducing Mountain Warehouse's costs and time to market.

Jonckers' collaboration with Mountain Warehouse offers them a full e-commerce package in multiple languages - from brand stories to SEO content to product descriptions, and more! This makes their marketing campaigns more effective, increasing their ROI through entering more markets.

"Jonckers is eager to receive the new collection for Mountain Warehouse every spring and autumn. It's an amazing experience being able to translate their e-Commerce needs from a 360° perspective, analyzing their terminology and keywords to later applying them in the product descriptions - increasing their online reach. There is no better way for Jonckers to improve our customer's ROI on our services than by delivering a unified message across all of their content."

Jonckers Localization Team

Discover



Imagine if you could be in all markets, at the same time.

With over 27 years of experience in language services, Jonckers has developed reliable translation & localization services that are comprehensive and cost-effective, with incredibly fast turnaround times. Go global faster and on budget.

- In 2015 Jonckers developed a powerful, cloud-based AI platform called WordsOnline, created to reduce cost and translate big volumes, within a tight timeframe. WordsOnline enables translation at scale through a global network of linguists and automated processes.
- Visit [Translate Now](#) to order a translation instantly, following an automated and simplified model. Upload your documents, select your language combination(s) and the quality of service, then pay via PayPal or credit card. It's as easy as upload, relax, repeat!
- If you translate regularly, set up a monthly translation subscription to save time, costs, and administration. Consult our [subscription model](#) via the WordsOnline website.
- Visit www.Jonckers.com for company information and news.

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