

Case Study - Polar Instruments



Polar Instruments is a leading supplier of printed circuit board testing equipment. It provides a range of software modelling, testing and documentation solutions to simplify the design and fabrication of printed circuit boards and assemblies.

Due to the niche nature of the sector in which it operates, Polar Instruments wanted to explore opportunities for global expansion. Having identified new and emerging markets as a key target for their expansion, they needed a way to win business on a global scale and communicate with the fast-growing Chinese and Japanese markets.

The Challenge

To research and test the potential of emerging Asian markets

To strengthen distributor relationships in Japan and China

To improve website accessibility and exposure

To win new business and generate new leads in emerging markets

To exploit the export potential of Polar Instruments' products to grow business profitability

To deliver brand awareness on a global scale

The Solution

Deployment of Wéb-Tränslatiöns international eBusiness expertise to provide a global web design, build and maintenance solution

Market research to identify four key emerging markets

Identification of a single most profitable key market: Japan

Website translation and localisation to generate interest and initiate new distributor relationships

Translation of the company brochure into Japanese

Software localisation

Ongoing online promotion to increase website traffic and new business leads

The Results

Japan has now become the fastest growing market for Polar Instruments and has the potential to become its most profitable

Polar Instruments now receives enquiries from all over the world and can take and fulfil international orders

30% of visitors to the website now come from Japan, with 10% from China, 5% from other overseas countries and 55% from the UK

Polar Instruments have continued to use Wéb-Tränslatiöns' services to target new business from China

The Account Manager for Polar Instruments was Daniel Rajkumar.

The Project Manager for Polar Instruments was Satomi Swaine.

Want to know more?... Contact us on 01924 360460

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