



CASE STUDY

Client: Stiltz

Sector: Homelifts

Project: Creative Translation,
Transcreation, & Technical
Translation

Languages: Multiple

About the client

Stiltz Homelifts defines itself as a disruptor brand. It entered the market in 2010 having recognised that homeowners deserved a stylish yet functional product that complimented their lifestyle.

Since then, constant innovation has made Stiltz a global market leader, setting the standard for a new generation of homelifts.

In 2020 Stiltz won the coveted Queen's Award for Enterprise: International Trade 2020.

Today, in just 10 years Stiltz has become a global brand having reached out to markets around the world.

Our challenge

Prestige Network has supported Stiltz since 2016. Initially with the translation of functional documentation - Installation and User Guides.

But then rapidly escalating to a series of localised websites and product promotional literature.

Stiltz have relied on us to be an extension of their business; having an understanding of the brand and how Stiltz communicate to a precisely targeted audience.

As with any innovative product there were challenges. Much of their terminology is as unique as their products.

And as with any fast-developing brand, we had to adapt to their changing demographic as they identified new market opportunities.

Today we don't simply deliver translated words, we help protect the Stiltz brand across multiple territories.



The results

This is what Stiltz say about us:

"Stiltz Homelifts is a disruptor brand in the mobility and accessibility market who reach end users through a number of channels; local authority, mobility retailer, healthcare professional and direct to the elderly and/or disabled consumer. The business is growing rapidly across the world and has needed a translation partner on board who can assist with communicating key information into global channels.

The importance of providing multilingual information in a clear, timely and accurate timeframe is vital due to the vulnerable nature of our end users. Tone of voice and brand essence localisation within the marketing assets also needs to be maintained with consistency and sensitivity to both core attributes and local customer expectation.

Stiltz have worked with Prestige Network since 2016, and we have been very pleased with the way the agency has delivered against all our multilingual KPIs for digital (lead generation websites, paid search, keyword search), technical (user and installation manuals) and marcomms (brochures, presentations, sales literature and press releases).

The service has been responsive and professional"

Head of Marketing at Stiltz Homelifts.

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Stiltz



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