

Powering Global Expansion for Solara-Tech Captured

*The East Asian Renewable Energy Market
with Localised Translations*



Introduction

As the world shifts towards sustainable energy, Australian renewable energy company Solara-Tech saw a prime opportunity for expansion in the tech-savvy and environmentally-conscious markets of South Korea and Japan. To succeed, they needed to bridge the language and cultural gap. This case study illustrates how our tailored translation and localisation services empowered Solara-Tech's successful market entry.



About the Client

Solara-Tech is an Australian company at the forefront of solar power innovation. Their high-efficiency solar panels are designed to deliver superior performance and durability, and they are ready to take their technology global.



The Challenge: More Than Just Words

Solara-Tech's challenge was twofold. First, they needed to ensure that the complex technical specifications and installation manuals for their solar panels were translated with absolute accuracy. An error in a technical translation could lead to improper installation, reduced performance, and even safety hazards. Second, they needed to create marketing messages that would connect with South Korean and Japanese consumers, who have distinct cultural preferences and expectations. A direct translation of their Australian marketing copy would likely fall flat.



Words of Our Client

"We knew we had a great product, but we needed to communicate its value in a way that was both technically precise and culturally relevant. That's where we needed expert help." - *Head of Marketing, Solara-Tech*



The Solution: A Two-Pronged Approach to Translation and Localisation

We deployed two specialised teams to address Solara-Tech's needs.

1. **The Technical Translation Team:** Comprised of NAATI-certified translators with engineering backgrounds and experience in the renewable energy sector, this team focused on the technical documents. They worked closely with Solara-Tech's engineers to ensure that every term, from "photovoltaic efficiency" to "inverter specifications," was translated with precision in both Korean and Japanese.
2. **The Localisation and Marketing Team:** Our creative team of native Korean and Japanese linguists took on the website and marketing materials. We provided full localisation and marketing translation services, which included:
 - a. **Cultural Consulting:** Advising on appropriate imagery and colour schemes for the new websites.
 - b. **Transcreation:** Re-creating marketing headlines and slogans to be persuasive and impactful in the local languages.
 - c. **SEO Optimisation:** Researching and integrating relevant keywords for the South Korean and Japanese markets to improve search engine visibility.

The Results: A Bright Future in New Markets

Solara-Tech's well-executed market entry strategy, powered by our translation and localisation services, yielded impressive results. The company quickly established strong relationships with local distributors and partners, who praised the quality and clarity of the technical documentation. The localised websites saw high engagement rates, and the culturally-attuned marketing campaigns generated a significant number of qualified leads. Solara-Tech successfully positioned itself as a key player in two of the world's most dynamic renewable energy markets.

Key Outcomes

- Flawless translation of all technical and installation guides.
- Culturally-adapted websites and marketing campaigns that resonated with local audiences.
- Stronger-than-expected lead generation and sales in the first year.
- Enhanced brand reputation and credibility in South Korea and Japan.

Ready to expand your brand's global reach?

Entering new markets means bridging both technical and cultural gaps. From precise engineering guides to persuasive marketing campaigns, we provide the expert translation and localisation services you need to connect with new audiences and drive growth. Let's build your global success story together.

Get in touch for a strategic consultation.

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