

Embracing the Language Differences among its Clients

Litron Offers a Spanish Website to a Growing Market

As a growing company, Litron Inc of Agawam MA, has brought in new business from both national and international companies, especially from Latin America. With this new business come clients of varying backgrounds and languages. In an effort to further accommodate all of their clients, Litron has created a (Latin American) Spanish version of their website.

<http://www.litron.com/espanol>

“This new version of our website is specifically targeted to our growing Spanish speaking clientele” says Brendan Fullam, Sales & Marketing Coordinator. “We’ve seen an increase interest in our services from this area, and felt it was important for them to be able to learn about our services in their own language.”

Supporting the Site with Spanish Speaking Personnel

Having a website is one thing, but having the personnel available to speak the language is another. Litron has thought of this as well, with the addition of a Spanish speaking representative in the Latin American region. “We realize that just having a website would be a good first step, but not having someone to speak with or communicate via email with in their own language would deflate that effort.”

Why Latin American Spanish?

As noted, the new Litron Spanish website is based on the Latin American dialect. The reason for this is pretty clear after speaking with the president of Litron Mark Plasse; “As an industry leading contract manufacturer to the medical market for laser services, it was obvious that having a Spanish ‘voice’ was vital to our growth. Puerto Rico and the Latin American community have seen a boom in medical device manufacturing sector, and we’ve taken the steps to ensure we’re seen as a value added partner in that region.”

About Litron

Founded in 1997, Litron, Inc. is a worldwide provider of custom laser systems and a leading supplier to the aerospace, defense, and medical industries for contract manufacturing services in laser welding, hermetic sealing, and hi-rel electronic packaging.

For more information on Litron, Inc: <http://www.litron.com/>

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