



Dormy Increases Sales 20% and Cuts Translation Costs 40% with Translations.com

When the Swedish golf retailer Dormy wanted to expand its business, it turned to Translations.com to create an in-language shopping experience. Using Translations.com's proprietary technology, GlobalLink, together with its seamless integration to inRiver, Dormy's website was translated from scratch into Norwegian, Danish, and Finnish. The combination of a localized website and strategic marketing resulted in a 20% increase in sales, with GlobalLink technology saving the company over 40% on translation spend.

“

Our partnership with Translations.com has been very smooth and efficient. We work closely together to produce inspiring, informative, and correctly translated texts for the different markets that we cover, which is an important cornerstone in Dormy's future expansion.

—Head of Marketing & Communications

dormy