

Firwin News – Bienvenidos a Firwin

Firwin's website has begun to take on an international flavor. To meet the growing markets of Spanish-speaking countries, primarily those in South America, Firwin has added a version of its home page "en Español".

"We actually already have a web presence in a number of languages, albeit in a limited fashion, via [Thomas Global](#)", notes Sid Tannenbaum, Firwin's Director of Marketing. "In addition to Spanish, we are there in French, German, Italian, Portuguese, Dutch, and even Japanese and simplified Chinese! But we felt that certain markets warranted their own webpage."

The impetus for creating a foreign language website came when Sid was surfing the web on Google. "I noticed that Google has this somewhat hidden tool called [Languages](#). I was amazed to discover that you can get any website translated almost instantly into practically any language in the world."

"The translations aren't perfect, but they are certainly of value to someone who runs into a foreign language website and needs some help in making sense of what they are saying", adds Sid. For Firwin's Spanish web page, Sid enlisted the help of Firwin's cutting machine operator, Julio Garay, who hails from Mexico City. Julio helped to make sure that the translation was correct from a business terminology point of view.

So what's next? Certainly more pages into Spanish, and French as well. "Although most of our business is still within North America, we do get enquiries from all over the world", notes Sid. "The web is a valuable tool in allowing us to communicate with the world."