

For immediate release
Toronto, July 18, 2007:

Bienvenidos a Firwin – Company Website takes on Spanish

Firwin Corp, a Toronto-based manufacturer of removable insulation blankets, 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 [ThomasGlobal](#)", 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."

About Firwin Corp:

Founded in 1982, Firwin Corp is a manufacturer of removable insulation blankets. The company's focus is to provide insulation solutions to industries using diesel-powered engines and equipment. Industries that Firwin services include power generation, off-road equipment, gen-set, mining, forestry, marine, and the military. The company provides removable insulation blankets for both OEM and end-user applications.

Contact information:

Firwin Corp, 1685 Flint Road, Toronto, ON, Canada M3J 2W8
Phone: 416 745 9389; email : firwin@firwin.com; web: www.firwin.com