



Press release

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Supertext USA launch: the online language service provider expands stateside

Supertext.com makes ordering copywriting, translating and editing projects as easy as booking an Uber or Airbnb.

Founded in Zurich 11 years ago, Supertext expanded to Berlin two years ago and is now launching its online copywriting and translation service in the US. The Swiss company, known for its creativity and quality, opened its doors for business on December 1, 2016 at Silicon Beach in Santa Monica, California.

A global network of carefully selected copywriters, translators, editors and proofreaders in more than 30 languages

Since its foundation in 2005, Supertext has built an international network of more than 800 professional copywriters, journalists, translators, editors and proofreaders. This unparalleled pool of creative and top-class language experts covers all fields and industries. "We copywrite, translate, edit and proofread websites, blogs, newsletters, brochures, letters, mailshots, handbooks, press releases and much more in over 30 languages for clients large and small from a broad range of industries. From banks, insurance companies, hospitals, universities and telecom giants, to food companies, tourism operators, cosmetics manufacturers, real estate firms and retailers – we are ready to put in a good word for them all," says founder and CEO, Rinaldo Dieziger.

The best translation doesn't read like a translation

"We've defined corporate language guidelines, developed online translation ordering platforms, created client-specific online terminology tools and built translation memories



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for many multinational clients,” adds Dieziger, who is now based in the US for the launch phase of the new branch. “We shook up the industry with the digitalization and automation of workflows way back when projects were still being managed by email. But for all our technological innovations, we are still committed to one thing: writing super texts. Our focus is on creativity and quality. Because a good translation should never read like a translation.”

A revolutionary order processing system developed in-house for super simple management

On February 1, 2006, Supertext went online as the first ever web-based copywriting agency. “Copywriting was our original forte. Slogans and headlines – like Don Draper and Mad Men in the online era,” explains Kristy Sakai, CEO of the newly founded Supertext USA, Inc. At www.supertext.com, clients can order copy and content in just a few clicks, or upload existing documents to be translated and proofread. All projects can be managed online via the order processing system developed in-house. This system propelled Supertext to the Red Herring Europe Top 100 list of technology startups in Europe in 2008. Today, more than 3,000 companies have harnessed the creative powers of Supertext’s language services. Today, 38 full-time employees coordinate the work of more than 800 copywriters, proofreaders and translators for national and international clients from all industries.

Multilingual content for US clients and an overnight service for Europe

With its new location on the west coast of the US, Supertext is fulfilling two missions: first, to provide US clients with texts and translations with a strong focus on the European market, in particular for English, German, French and Italian. Second, to take advantage of the time difference to provide European clients with an overnight service. The existing network will be expanded further by recruiting more US-based professionals, who will be available to all Supertext locations.



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About Supertext

Founded in 2005, Supertext was among the top 100 technology startups in Europe by 2008 thanks to its internally developed order and distribution system. More than 3,000 companies use our online services. Not only can they order and manage their copywriting and translation projects online, they also benefit from our technical expertise and intelligent use of translation memories and termbases. Today, 38 full-time members of staff in Zurich, Lausanne, Berlin and from December 1, 2016, Los Angeles, coordinate the work of more than 800 copywriters, proofreaders and translators for national and international clients from all industries. Supertext handles between 2,000 and 2,500 projects every month and is one of the top 100 language service providers worldwide.

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