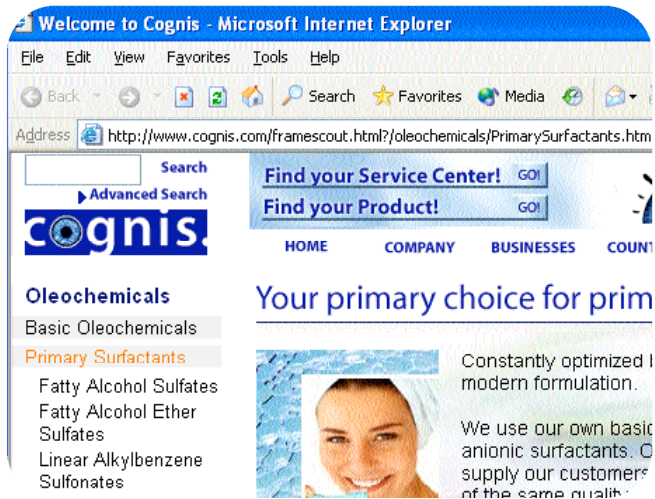


## Cognis website



Cognis is a multinational specialty chemical manufacturer headquartered in Germany and employing approximately 9,000 staff around the world. The company's public relations – including both external and internal communications – are handled for them by JP:PR, a Düsseldorf-based public relations agency. All communications are produced in both German and English, and in autumn 2001, JP:PR approached Mother Tongue about the possibility of collaborating on English-language materials.

JP:PR produces a wide range of different types of communication for Cognis, including web and intranet news stories, press releases, customer and media mailings, employee newsletters. Mother Tongue works on the English-language version of all these texts, in some cases rewriting the text from drafts supplied by the client, and in some cases translating from the German.

# cognis

# cognis.

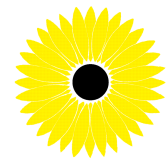
newsletter world

Ausgabe Dezember 2003 für die Mitarbeiter Cognis weltweit

The content of texts is often amended by several people within Cognis, and after each set of amends the copy is passed to Mother Tongue for review. We have put in place a billing structure that reflects the constant and piecemeal nature of the work, under which we bill JP:PR on a monthly basis. This means the client avoids paying minimum charges for small jobs, and encourages a closer working relationship. A dedicated account manager is assigned to JP:PR, who advises them on all matters relating to the English language and is highly embedded into their workflows.

The value of the Cognis account to both JP:PR and Mother Tongue continues to grow, and as a result of the strong relationship between the agency and Mother Tongue, we have also been invited to provide translations into both English and other languages for a number of their other clients.

**Mother  
Tongue  
Writers**



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difference**