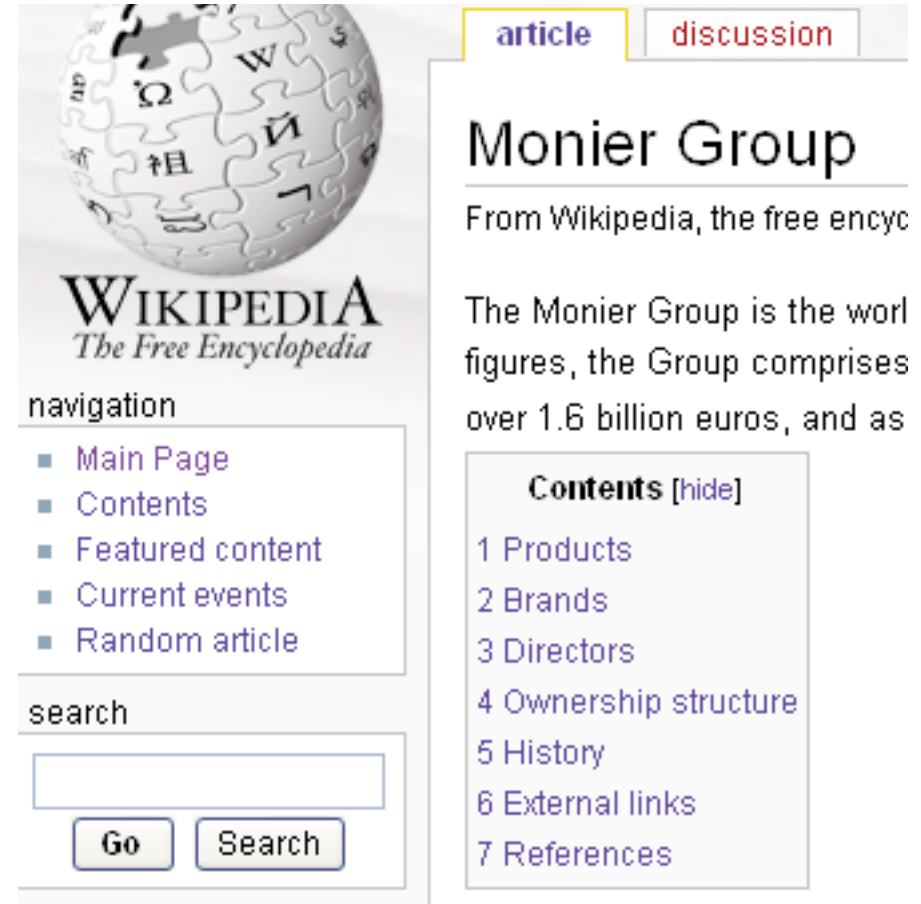


Monier - website and Wikipedia entry



After the demerger from the Lafarge Group, Lafarge Roofing change its name to Monier. As part of the rebranding, Mother Tongue was asked to translate the English website into German. We opted to use our Marketing Translation process, whereby we chose a suitably experienced translator based in Germany to translate the website copy and then the translated copy was given to a Germany-based copywriter to edit and improve it both stylistically and culturally.

# Monier



We have worked for Lafarge for over four years, during which time we have adapted websites, press releases, interviews, speeches by the chief executive officer of the Monier group, Jean-Christophe Barbant - we even translated the Monier Group's Wikipedia entry.

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