

Acclaro to Demo a New Retail Translation Starter Kit at NRF's Big Show 2014

New York, NY December 11, 2013-Today translation and localization agency [Acclaro](#) announces its participation in [Retail's Big Show 2014](#). Acclaro will host Booth 1122 in New York City's Jacob K. Javits Convention Center from January 13 - 14, 2014 to share its retail translation expertise with brands expanding into markets all over the world.

"Retail translation has always been one of our specialties. Studies show that the majority of customers will only purchase a product if the information is in their native language, and Acclaro takes that charge seriously," says Acclaro founder and president Michael Kriz. "We work to give our clients every chance at success in foreign markets."

Attendees who visit the Acclaro booth will receive a free [Retail Translation Starter Kit](#), a simple guide for retailers looking to expand into lucrative international markets. The starter kit includes the agency's top tips for an effective multilingual website, mobile presence and cross-channel customer experience as well as pointers for reducing translation spending.

Over the last decade, retailers including Williams Sonoma, Coach, Tiffany & Co. and Ralph Lauren, to name a few, have called on Acclaro to be a reliable partner in their global expansion. Acclaro has created custom translation programs to adapt everything from retail product cards and employee training programs to POS software and [eCommerce websites for international markets](#).

Acclaro invites all retail professionals to come meet their leadership team in person at NRF's Big Show. In addition to the Retail Translation Starter Kit, visitors will walk away with best practices for seamless retail translation, including guidelines for leveraging process automation, [multilingual copywriting](#), cost-savings tips and the latest translation technology.

About Acclaro

Acclaro (<http://acclaro.com>) is an international [translation and localization agency](#) that helps the world's leading brands succeed across cultures. With its global headquarters in New York and offices and affiliates in San Francisco, Boston, Buenos Aires, Bangkok, Tokyo and Paris, the agency translates websites, marketing campaigns, documents and software for global enterprises, giving clients an authentic voice in key language markets.