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**Matt Baird**

German-English Translator, Editor and Copywriter

# Matt Baird

German-English Translator, Editor and Copywriter



## About me

- proven, published translations
- bona fide editorial room experience
- 14 years in the translation biz
- 20 years learning, living & loving German

## About my work

### Translation

- manager/customer magazines
- press/marketing materials
- blogs/web content

### Editing

- translations/non-native copy
- content marketing/social media

### Copywriting

- online marketing campaigns
- content marketing/social media
- sponsorships/promotions



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# Matt Baird

**Translation:** Manager Magazine

## Strom aufwärts

**Mit einer der weltweit größten Elektrofahrzeug-Flotten treibt Deutsche Post DHL die Entwicklung des alternativen Antriebs voran. Dabei geht es nicht nur um CO2. Sondern auch um Lärmreduzierung und saubere Städte.**

Dass er täglich Pionierarbeit leistet, geht Keith McCloud an diesem trübem Sommermorgen nicht unbedingt durch den Kopf. Es ist 8.10 Uhr in New York City, und er hat gerade eine Eilsendung am Pier ausgeliefert. Jetzt setzt er seinen Ford Transit Connect langsam zurück auf den Hudson River Gateway, der am Hafen entlangführt, und bewegt sich zurück in die verstopften Verkehrsachsen von Downtown Manhattan – langsam und vor allem lautlos. Keith McCloud fährt eins von insgesamt 30 Elektroautos, die DHL Express bis September in den Hochhausschluchten in den Betrieb integriert.

Ortswechsel: Hans-Jörg Möller biegt gerade mal wieder von der Landstraße ab. Im Recklinghausener Stadtteil Speckhorn im Westen Deutschlands steuert er einen der zahllosen Höfe an, die auf seiner täglichen Zustelltour liegen. Früher begrüßten ihn seine Kunden schon häufig an der Tür, als er den Wagen vorfuhr. Heute verschwindet der Verbundzusteller oft ungesehen – und ungehört. Sein Wagen ist einer von zwölf Renault Kangoo, die im Brief-Bereich mit Stromangetrieben werden.

## The silent partner

**DPDHL has one of the largest fleets of electric vehicles in the world, and is a driving force behind the development of alternative propulsion systems. And it is not just about CO2, it is also about noise reduction and cleaner cities.**

Keith McCloud does not really think of himself as a pioneer on this dreary summer morning. It is 8:10 a.m. in New York City and he just delivered an express package at the pier. Now he slowly steers his Ford Transit Connect back to the Hudson River Gateway, which runs along the harbor, and makes his way back to the congested streets of downtown Manhattan – slowly, and more importantly, quietly. McCloud is driving one of 30 electric vehicles that DHL Express is integrating into its Big Apple fleet through September.

Across the Atlantic, Hans-Jörg Möller turns off the country road for the umpteenth time today. Just outside of Recklinghausen in western Germany, not far from the Dutch border, he drives up to one of the numerous farmhouses on his daily delivery route. In the past, his customers were often standing at the door to greet him as he approached. Today they frequently neither see nor hear him. Möller's delivery vehicle is one of twelve electric-powered Renault Kangoos in operation in the area.

Excerpt from DPDHL's *network* magazine (Issue 3 2011)



# Matt Baird

## Translation: Customer Magazine

### Fürsorge für die Mitarbeiter

Die PCK Raffinerie GmbH aus Schwedt/Oder hat 1.100 Mitarbeiter. Sowohl die Zahlen der Arbeitsunfälle als auch die Fluktuation im Unternehmen gehen gegen null. Die Mitarbeiter profitieren von einem umfangreichen, individuellen betrieblichen Gesundheitsmanagement, das die B•A•D zusammen mit der Unternehmensführung seit 2009 bei PCK durchführt.

### Kundenspezifisches E-Learning

Regelmäßige Unterweisungen der Mitarbeiter sind Pflicht. Dieser können Arbeitgeber auch per E-Learning nachkommen. Neben Basisthemen bietet die B•A•D nun kundenspezifisch aufbereitete E-Learnings an, in die betriebsspezifische Bilder, Dokumente etc. eingebunden werden können.

Auszug aus B•A•D-Magazin inForm 2. Quartal 2014

### Taking Care of the Team

German refinery PCK Raffinerie GmbH, one of the largest companies in the state of Brandenburg with some 1,100 employees, has something to brag about: Both staff turnover and the number of workplace accidents are nearly zero. Why? Since 2009 PCK's people enjoy extensive, personalized workplace health management services run by B•A•D in cooperation with the company's senior leadership.

### E-learning ... Custom(er)ised!

Routine training and instruction of employees are a must. Employers can meet this obligation in a convenient way through online learning. B•A•D now offers e-learning courses that can be tailored to individual customer needs and allow the integration of company imagery, materials and more to complement the core subject matter.

Excerpt from B•A•D TeamPrevent Magazine 2nd Quarter 2014



**Taking Care of the Team**  
German refinery PCK Raffinerie GmbH, one of the largest companies in the state of Brandenburg with some 1,100 employees, has something to brag about: Both staff turnover and the number of workplace accidents are nearly zero. Why? Since 2009 PCK's people enjoy extensive, personalized workplace health management services run by B•A•D in cooperation with the company's senior leadership. Page 14



**Focal Point Preventive Health Care**  
The first amendments to the German Occupational Health Care Ordinance (ArbMedVV) are now in effect – reinforcing employees' rights to preventive occupational health care. The term "occupational health check-up" has become "preventive occupational health care" – giving employees the power to decide whether to have a check-up or not. Read more about what Germany's amended law means for both employees and employers. Page 6



**E-learning ... Custom(er)ised!**  
Routine training and instruction of employees are a must. Employers can meet this obligation in a convenient way through online learning. B•A•D now offers e-learning courses that can be tailored to individual customer needs and allow the integration of company imagery, materials and more to complement the core subject matter. Page 20

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# Matt Baird

Translation: Tech News

## Kernsanierung bei Word & Co.

Schöner wird es, interaktiver und mobiler: Microsoft verpasst seiner Bürosoftware eine Rundumerneuerung. Das kürzlich vorgestellte Office 2013 ist voll auf Windows 8 ausgelegt.

Wie das Betriebssystem wird auch das Büropaket sowohl auf PCs als auch auf Tablet-Computern laufen. Dafür sind Word & Co. für die Bedienung mit den berührungssensiblen Displays optimiert worden: Mit Wischgesten bewegt man sich durch Präsentationen, Menüs sind fingerfreundlich groß und handschriftliche Notizen zu Dokumenten lassen sich mit Tablet-Stiften direkt auf dem Touchscreen vornehmen. Neu ist auch die konsequente Online-Anbindung der Software. Standardmäßig werden alle Dateien in Microsofts Cloud-Speicher Skydrive abgelegt. Beginnt man beispielsweise auf dem Laptop eine Excel-Tabelle, kann man an der gleichen Stelle auf einem Windows-Tablet weiterarbeiten. Die Synchronisation geschieht automatisch über das Internet. Zusätzlich gibt es mit den „Microsoft Web Apps“ auch abgespeckte Versionen der Programme, die ohne Installation direkt im Internet Explorer laufen.

## Microsoft Remodels Office

Hold on to your desk chair, your office is about to get a facelift. Microsoft's Office software is being completely remodeled. Recently introduced Office 2013 is designed to be more attractive, more interactive and more mobile – and it will be ready for Windows 8.

Like the operating system, the Office software will run on both desktops and tablets. Word and its siblings have been updated for touch screens, so you'll be able to swipe through your PowerPoint slides, access finger-friendly menus and add handwritten notes to files right on the screen using tablet pens. Direct access to cloud features is also new. All files are saved by default in Microsoft's Skydrive, so if you start an Excel spreadsheet on your laptop, you can continue where you leave off on a Windows tablet. The files synchronize automatically in the cloud. Slimmed-down versions of the programs – Microsoft Web Apps – will also be available, running in Internet Explorer without installation on the hard drive.

Excerpt from "Gadget Guide" in DPDHL's *network* magazine (Issue 4 2012)



# Matt Baird

## Translation: Press Release

Homepage > Media > Press releases >

Deutsche Post DHL leads sustainability rankings

### Deutsche Post DHL mit Führungspositionen in Nachhaltigkeits-Rankings

Bonn, 29. September 2011: Der weltweit führende Logistikdienstleister Deutsche Post DHL ist erneut in den führenden Kapitalmarkt-Indizes Dow Jones Sustainability World Index, Dow Jones Sustainability Europe Index, FTSE4 Good Index und Carbon Disclosure Leadership Index 2011 aufgenommen worden.

Die internationalen Rankings bewerten nach strengen Kriterien jährlich neu die Nachhaltigkeitsanstrengungen und -ergebnisse von Unternehmen und bilden damit eine wichtige Entscheidungsgrundlage für nachhaltigkeitsorientierte Investoren. In 2011 bewertete der Dow Jones Sustainability Index über 1.400 Unternehmen: Die Deutsche Post DHL hat sich in allen Hauptkriterien des Dow Jones Sustainability Index verbessert und im Vergleich zum Vorjahr im Gesamtergebnis 2 Punkte (von 85 auf 87) zugelegt. Besonders bei den ökologischen Kriterien der Nachhaltigkeits-Rankings konnte der Konzern mit 99 Punkten eine herausragende Bewertung erreichen und liegt damit weit über dem Industriedurchschnitt.

Ebenso wurde die Deutsche Post DHL auch in diesem Jahr erneut als Mitglied des FTSE4 Good Index bestätigt. Der FTSE4 Good bewertet die Nachhaltigkeit von Unternehmen nach Kriterien wie zum Beispiel nachhaltigen Umweltstandards, Anstrengungen gegen den Klimawandel und Arbeitsstandards. Die Deutsche Post ist bereits seit 2004 im FTSE4 Good gelistet.

### Deutsche Post DHL leads sustainability rankings

Bonn, September 29th, 2011: Deutsche Post DHL, the world's leading logistics provider, has been ranked once again in the leading capital market indices Dow Jones Sustainability World Index, Dow Jones Sustainability Europe Index, FTSE4 Good Index and the Carbon Disclosure Leadership Index 2011.

Each year the international indices rank companies on their sustainability efforts and results based on stringent criteria. They form an important basis upon which sustainability-minded investors can make decisions. In 2011 the Dow Jones Sustainability Index ranked over 1,400 companies. Deutsche Post DHL improved in all of the index's main criteria, scoring two points overall higher than in 2010 (from 85 to 87). The Group's environmental criteria scored particularly high with an outstanding 99 points, far exceeding the industry average.

Deutsche Post DHL has been confirmed once again for the FTSE4 Good Index. The FTSE4 Good evaluates companies for their sustainable performance based on criteria such as sustainable environmental standards, efforts to combat climate change and working standards. Deutsche Post has been listed in the FTSE4 Good Index since 2004.

# Matt Baird

## Editing: Fine-tuning a Translation

### The second gold in sight

Peter Thomsen has gold in sight again: as in 2008, the DHL salespeople from Neumünster, Germany, has been nominated again for the Olympic Games. Four years ago in Beijing he won gold with the team in eventing.

Preparations took several months and Peter Thomsen's competition in the German camp was intense. "The dice will be rolled after the CHIO horseshow," said Mr. Thomsen in May. The international horse show ended yesterday and eventing on Saturday. In the end the north German came 13th in the riding discipline, consisting of dressage, show jumping and eventing.

In this case thirteen was a lucky number for Mr. Thomsen because shortly after the end of the contest Deutsche Reiterliche Vereinigung (the German equestrian federation) nominated their riders for London 2012. Peter Thomsen is part of the five-member eventing team. At the CHIO horseshow in Aachen, Germany, he performed particularly strongly in show jumping and scored the third-best score of all participants.

### Second gold in sight

Peter Thomsen is going for gold again! After competing in the 2008 Games, the DHL salesman from Neumünster, Germany, has been nominated for the 2012 Olympic Games in London. In Beijing four years ago he won gold with the team in eventing.

Preparations were long – lasting several months – and Thomsen faced stark competition from his fellow German riders. "The dice will be rolled after the CHIO," said Thomsen in May, knowing that the team to represent Germany in London would be picked after this year's global equestrian festival in Aachen, Germany, which ended yesterday. The eventing competition ended on Saturday. The German came in 13th overall in eventing, consisting of dressage, showjumping and cross-country.

In this case 13 was Thomson's lucky number. Shortly after the global contest was over, the German equestrian federation (Deutsche Reiterliche Vereinigung) nominated their riders for London 2012 and Thomsen is now one of five riders representing his country on the eventing team. His particularly strong showjumping showing in Aachen most certainly played a role in making the team: he was the third-best rider overall in that discipline.

# Matt Baird

## Editing: Making Non-native Content Shine

### Passionate in Providing the Right

We are passionate in providing to companies the right people that with their expertise and competencies foster sustainable company growth. We are evenly zealous to introduce to candidates the right opportunity: Companies that value their competencies and that offer to them the right framework to expand.

Our competencies are all based on more than two decades of experiences in international management functions, in consulting business and in executive search.

Already now and even more in the very near future the key to success is to have access to the right talents and performers. Based on the demographic trends in all major economic systems we are standing in front of an age of shortage in well trained employees.

### Passionate About Providing the Right People

We are passionate about providing the right people who bring with them a wealth of talent and expertise that will support your company's sustainable growth. We are equally zealous in our efforts to introduce candidates to the right opportunity, which means companies that value their skills and expertise and that offer the right environment to expand and further their careers.

The added value we bring to the table is rooted in more than two decades of experience in international management functions, business consulting and executive recruitment.

Experts agree that the demographic trends in all major economies are leading us into a period in which there will be a shortage of well-trained personnel. Now, and even more so in the very near future, access to the right talents and top performers will be the key to success.

[www.advancishr.com/ADVANCIS\\_HR/advancis\\_hr.html](http://www.advancishr.com/ADVANCIS_HR/advancis_hr.html)



# Matt Baird

## Copywriting: Online Marketing Campaign

### DHL and Camper Make Perfect Fit

When a small, family business with global reach wanted to take their shoes to new markets, they turned to DHL's worldwide network and local expertise and found the perfect fit.

### Sustainable Solutions Open Markets for Camper

There are certainly no one-size-fits-all solutions in the footwear industry. Few companies understand this better than Camper, a growing Mediterranean business steeped in the tradition of a great family of innovators who have been manufacturing shoes since 1877. What began as one man's dream in Mallorca has expanded into a successful international operation known for its stylish, unique and individual designs.

Camper needed custom-fit, simple and sustainable logistics solutions to help the company enter new markets on solid footing. DHL's local knowledge and expertise along with its e-commerce know-how provided the perfect fit. Now Camper's shoes walk effortlessly through customs and onto the shelves in 57 countries and online customers can sport Camper styles anywhere around the world. With DHL's sustainable approach, Camper is on the path to continued growth into new markets.

Learn more about how DHL and Camper make the perfect fit and what DHL can do to help your company take a sure-footed step forward on the path to growth.

[www.dhl.com/en/campaigns/excellence.html](http://www.dhl.com/en/campaigns/excellence.html)

The screenshot shows the DHL website interface. At the top, there is a navigation bar with links for Express, Logistics, Mail, Press, Careers, and About Us. A search bar is also present. Below the navigation, there are two video thumbnails. The first is titled 'DHL BRAND VIDEO' and the second is titled 'DHL VIDEO' and features a woman sitting on a bench. To the right of the video thumbnails, there are several bullet points:

- DHL provides world class solutions by optimizing and simplifying logistics
- Our commitment to excellence enables us to create sustainable business relationships
- Present in more than 220 markets around the world, DHL helps make customers more successful
- With DHL, Camper is on the path to continued growth into new markets
- Now Camper's shoes walk effortlessly through customs and onto the shelves in 57 countries
- DHL local knowledge and expertise were exactly what Camper needed

Below the bullet points, there is a section titled 'Providing simplifying services and sustainable solutions' with a sub-headline 'DHL provides world class solutions by improving and simplifying logistics processes together with our customers. Our commitment to excellence enables us to create sustainable business relationships.' and a paragraph: 'In more than 220 markets around the world, DHL is committed to helping make our customers more successful - in retail and across all industry sectors.' To the right of this text is a small image of a woman standing in a retail store. Further down, there is a section titled 'Fascinating insights' with a sub-headline 'Find out more about the amazing world of logistics and the environmentally sustainable solutions DHL provide around the globe.' and a 'Read more' button.

# Matt Baird

## Copywriting: Sponsorship Article

### DHL and Formula 1™ Back in the USA!

**Aiming to win the hearts of American fans, Formula 1 heads back to the United States after a four-year hiatus.**

The first ever purpose-built Formula 1 track in the US will be hosting its inaugural Grand Prix on November 16-18 in Austin, Texas. The track is “race ready” according to FIA race director Charles Whiting. He calls the course “absolutely first-class” and ready to host one of the busiest, craziest and fastest weekends in the country, where 120,000 fans will witness the high-octane action on the state-of-the-art Circuit of the Americas.

DHL’s Motorsport team is in overdrive as it pushes to deliver some 35 tons of equipment per team from last week’s race in Abu Dhabi to the Lone Star State - a distance of over 13,000 kilometers (8,000 miles).

Red Bull Racing driver and 2010-2011 World Champion Sebastian Vettel is glad to be back as well. He has fond memories of Formula 1 in the US: The last time he raced here he finished for the first time in the points in

a Formula 1 race. He returns poised to claim his third consecutive F1 title and is looking for a podium finish to stay ahead of Spanish rival, Fernando Alonso of Team Ferrari.

Vettel is also currently in the lead for the 2012 DHL Fastest Lap trophy. Keep up to date with former F1 driver Christian Danner’s latest Fastest Lap predictions on Facebook at **Formula 1™ Backstage by DHL**.

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