

NEWS RELEASE – For immediate release  
May 18, 2010

Contact: Kelli Kohout, global marketing manager, [kelli.kohout@jonckers.com](mailto:kelli.kohout@jonckers.com),  
1-877-590-1927 ext. 704



## Jonckers Translation & Engineering Leads in Quality Standard By Earning Renewal of Worldwide Quality Certification EN 15038

BRUSSELS, Belgium and PORTLAND, Ore., U.S. – One of the first translation and localization companies to earn certification two years ago through Europe's only translation services standard, EN 15038, Jonckers Translation & Engineering has earned renewal of its certification.

After a comprehensive audit, AS+Certification, a subsidiary of the Austrian Standards Institute, provided independent validation of Jonckers' worldwide ability to deliver quality service and results to its Global 1000 client base. In 2008, Jonckers was the first translation and localization company with a global infrastructure and core strength in IT to earn the certification, and now is in the first wave of providers to earn renewal.

Clients also validate Jonckers' track record for quality. "One of the reasons we chose Jonckers was because it is internationally known for having met the rigorous quality standards of one of the world's most successful high tech companies, Microsoft, and they've maintained that relationship over many years," said Geert Coppens, CEO of Instruxion. "Jonckers' approach to our large, complex project met our quality expectations, and those of our end clients."

EN 15038 defines rigorous and detailed standards of excellence for translation services, including management of each project's process, quality, human resources and client relationships.

"Our original aim in pursuing this certification was to help elevate the industry's quality and reputation worldwide by inspiring other localization companies to follow our lead," said Jonckers founder and CEO, Marc Jonckers. "Two years later, as other localization service providers continue to follow suit, and the quality bar continues to rise, we remain committed to setting the example."

### About Jonckers

Jonckers Translation and Engineering empowers companies to increase revenues by releasing products and services into international markets. Through its scalable and modular suite of services, Jonckers adapts the linguistic, cultural and technical aspects of products, services, documentation and communications. The 2007 Microsoft Service Vendor of the Year (as LCJ) and a Microsoft Preferred Vendor, Jonckers has particular expertise in localizing software, technical documentation, e-learning and multimedia for the world's leading companies from wholly owned offices spanning Asia, Europe and North America. For more information, visit [www.jonckers.com](http://www.jonckers.com).

### About Instruxion

Instruxion helps companies with explanatory multimedia content for successful market education, e-learning, online support and communications -- powerful explanatory content in compelling formats, developed for viewing on any screen, including PC, TV, mobile and digital signage. Instruxion provides animated explanations to international customers -- such as Sony, Alcatel-Lucent, Microsoft, Cisco, Johnson & Johnson and Kraft Foods -- across all industry sectors. Instruxion is also the company behind "Animated Explanations," a platform that allows companies, organizations and brands to virally distribute relevant content right into their ecosystems and target audiences. For more information, go to [www.instruxion.com](http://www.instruxion.com) or [www.animatedexplanations.com](http://www.animatedexplanations.com).

###