



CASE STUDY

Bridging the Language Gap

Armtec's Translation Solution
for the Infrastructure Industry



About

ARMTEC

Armtec is a leading national manufacturer of infrastructure products and engineered construction solutions, serving industries like transportation, public works, forestry, oil and gas, and mining. With a focus on customer success, Armtec provides steel and high-density polyethylene (HDPE) solutions, including drainage pipes, stormwater systems, bridges, retaining walls, and erosion control.

Committed to localization and translation, Armtec tailors its solutions to meet the diverse needs of various regions. WGI Westman Group's acquisition of Armtec in 2018 expanded the company's capabilities and strengthened its national presence. Armtec continues to deliver innovative drainage, bridge, and water management solutions across Canada and beyond.



"Pairaphrase has delivered an easy to use and cost effective translation service, allowing teams across the country to efficiently manage their translation needs."

– Liz Bouchard, Marketing Manager, Armtec



THE CHALLENGE

As Armtec expanded its operations and its communication needs became more complex, the company encountered rising costs and workflow inefficiencies in its translation process. While translation quality met expectations, the increasing volume of technical documents made the process expensive and difficult to scale.

Armtec required a solution that could support multiple users, manage a range of file formats, and accelerate turnaround times without compromising the ability to meet tight deadlines or manage a growing workload.

THE APPROACH

Pairaphrase offered a comprehensive solution to Armtec's translation challenges. The Pairaphrase team worked closely with Armtec to understand their specific needs, particularly around technical terminology, document formats, and project timelines. The platform's flexibility and exceptional customer support were key in resolving any issues quickly and efficiently.

To address Armtec's concerns about cost, time, and quality, Pairaphrase focused on streamlining the translation process. The platform's ability to support multiple users and various file formats enabled better collaboration across departments. The use of Translation Memory and automation also helped improve consistency and speed. This approach aimed to reduce revisions, ensure high-quality translations, and save valuable time for Armtec's team.

THE RESULTS

Using Pairaphrase has led to several key benefits for Armtec:

- **Increased Efficiency** – Translations were streamlined, allowing team members across the country to independently meet their department's translation needs, reducing delays and boosting productivity.
- **Cost Savings** – The company has saved money on lengthy documents by improving the translation workflow and reducing revision costs.
- **Improved Quality** – The use of translation memory enhanced consistency, especially for technical documents, leading to fewer errors and better quality overall.

Overall, Pairaphrase helped Armtec significantly improve the speed and quality of its translation processes. The partnership has resulted in a more efficient and cost-effective solution for multilingual communications, allowing Armtec to better serve its diverse regional and international markets.

STREAMLINING TRANSLATION AT ARMTEC



With a lean internal team of just

5 users, Armtec processes
22,000 words every month
using a **custom Pairaphrase plan**.



Their per-word cost? Just

\$0.012 compared to an
average of \$0.16 for human translation.

That's **\$39,072 saved**
in translation costs over one year.



Support for **DOCX** and **IDML** files
means their workflow stays smooth
and centralized.



Their output? Fast, high-quality
content in **French**—without
file formatting issues.

About

PAIRAPHRASE

Pairaphrase is a secure and easy-to-use translation management platform that helps organizations simplify and accelerate their translation processes. Supporting over 140 languages, it enables users to instantly translate **24+ document types** and large batches of files at once, saving over 80% in costs compared to traditional translation services. Key features include:

- **Efficiency** – Streamlines translation with automation and Translation Memory, making it fast and intuitive—even for users without translation experience.
- **Collaboration** – Enables real-time teamwork across teams and regions, allowing users to involve the right people at the right time.
- **Security** – Protects sensitive data with advanced encryption and compliance standards.
- **Accuracy** – Combines AI-powered translation with human refinement and responsive customer support to ensure precise, reliable results.
- **Customization** – Tailors workflows to your organization's needs, giving you greater control and flexibility.

Pairaphrase is trusted by global enterprises, schools, and institutions that need fast, accurate, and secure multilingual communication at scale.



Want results like Armtec?
Meet with us to discuss your organization's
challenges and receive a customized solution.

Contact Us: pairaphrase.com/contact-us
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