

## Intouch Monitoring – Making languages productive

*Northampton company Intouch Monitoring has secured new business worth £150,000 in Spain this year, adding to their trade in France, Germany and Denmark, since first basing an overseas site in the Netherlands in 2000. According to Intouch, the combination of in-house language skills and a network of in-country distributors have led to their overseas success.*

Intouch Monitoring was established in 1997 by partners John Hardwick and Karl Edwin to produce and install real-time production monitoring, scheduling and reporting systems for manufacturers. Their first customers were in the UK but via referrals they began to receive enquiries and leads from mainland Europe.

Speaking the language is key to winning business, according to the partners. Both have developed their language skills to increase communication with overseas customers: Karl has topped up his French skills by attending intensive Business French classes, and John has been on a beginners' Spanish course with Lincoln Chamber of Commerce. The company has also built up a small team of multilingual distributors based in Europe.

Intouch has produced brochures in Spanish and German and their website has content in English, Spanish and Dutch. They are now working with Northamptonshire Chamber of Commerce to produce German website content, a brochure and mail shots.

The company is now hoping its language skills will help to increase market share in Spain and Germany. Karl and John are also looking at breaking into the Italian market. In the long term they recognise that the plastics manufacturing sector may begin to move operations to Central and Eastern Europe and this may be a future area for expansion for Intouch.

John Hardwick, Partner, said:

“Languages have been vital to our overseas growth. Our product has a long lead time, so it's important to build relationships with potential customers and this has to be done in their language. We wouldn't have got anywhere if we had just approached potential customers in English.”



<p><b>Signposting</b></p> <p><b>Intouch Monitoring</b> www.intouchmonitoring.com</p>	<p><b>For more about RLN East Midlands please contact us at:</b></p> <p><b>RLN East Midlands, UK Trade and Investment, International Trade Centre, Innovation House, Riverside Park, Raynesway, Derby, DE21 7BF.</b></p> <p><b>Tel: 01332 826432   <a href="http://www.rln-eastmidlands.com">www.rln-eastmidlands.com</a></b></p>
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# Case study