



CASE STUDY

Cultivating Global Growth

Aquatrols' Translation
Breakthrough with Pairaphrase



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About

AQUATROLS

The Aquatrols Company, founded in 1954 and headquartered in Paulsboro, New Jersey, is a pioneering force in the turf industry. Specializing in soil surfactant and fertilizer technology, the company has developed cutting-edge solutions to optimize soil-water-plant interactions, serving golf courses, sports turf surfaces, and other managed landscapes. With a presence in over 35 countries, Aquatrols has become a global leader, relying on an extensive distribution network to reach its diverse customer base.

Given its international footprint, Aquatrols places a high priority on localization and translation. The company recognizes the critical importance of ensuring that product labels, regulatory documents, and marketing materials are accurately translated into multiple languages to support their global customers. Effective communication, both in terms of language and cultural relevance, is crucial to ensuring the proper use of its products and maintaining compliance with regional regulations.

IMPACT OVERVIEW

96% Less Cost

Just \$0.006 per word vs. traditional translation of \$0.16

\$45,000 Saved

per year on IDML, PDF, and DOCX translations

2000+ Hours Saved

annually on translation tasks.

50,000 Words

translated per month in German and Spanish

THE CHALLENGE

Despite its international success, Aquatrols faced a significant challenge in managing its translation needs. The company struggled with costly, slow, and often unreliable translation services. This hindered their ability to quickly produce accurate multilingual materials, including product labels, regulatory documents, and marketing content. The process was not only time-consuming but also left little room for distributors to actively participate in ensuring the translations captured regional nuances and industry-specific terms. Previous translation solutions were expensive, inefficient, and inconsistent, making it clear that a new, more effective solution was needed—one that could balance speed, affordability, and quality.

THE APPROACH

To solve these challenges, Aquatrols turned to Pairaphrase to help streamline its translation process while fostering seamless collaboration with its global network of distributors.

By utilizing Pairaphrase, Aquatrols gained the ability to engage native-speaking distributors directly in the translation process. This collaboration ensured that translations were not only accurate but also reflected the specific cultural and industry-related message needed for each region. This approach empowered Aquatrols' distribution partners to review and refine translations in real time, leading to improved quality control and greater confidence in the final materials.

THE RESULTS

The impact of Pairaphrase on Aquatrols was immediate and significant. The company was able to achieve the following key outcomes:

- **Stronger Sales Support** – with accurate, timely marketing materials in multiple languages, Aquatrols' sales teams were better equipped to support global efforts and drive sales.
- **Seamless Collaboration with Distributors** – native-speaking distributors played an active role in ensuring the accuracy and cultural relevance of translations, fostering a sense of ownership and collaboration.
- **Enhanced Regulatory Compliance** – by ensuring that translations met local standards, Aquatrols was able to maintain regulatory compliance across various markets, reducing the risk of errors or delays.
- **Increased Time and Cost Efficiency** – Pairaphrase's faster and more affordable translation process freed up resources, enabling Aquatrols to focus on growth and other strategic priorities.

In summary, by leveraging Pairaphrase, Aquatrols has enhanced its global communication efforts, improving efficiency, accuracy, and customer service while reducing the time and costs associated with translation. The company is now better equipped to meet the diverse needs of its international customers and partners, positioning itself for continued success in the global market.



"Pairaphrase has enabled us to collaborate with our distribution partners and international sales people to provide correct, quality translations while protecting two of our most valuable resources; time and money."

– Louise Amos, European Marketing Manager,
The Aquatrols Company



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 [25+ 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 The Aquatrols Company?
Meet with us to discuss your organization's
challenges and receive a customized solution.

Contact Us: pairaphrase.com/contact-us
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