



## Two translations — which do you prefer, and why?

- 18.04.04.000 Nach der Wiedervereinigung Deutschlands haben wir unser Unternehmen neu strukturiert, einem völlig veränderten Logistikkonzept angepaßt und die Fertigungsabläufe gestrafft.
- 18.04.04.970 Now that Germany is reunited, we have given our enterprise a totally new structure, completely overhauling materials management strategies, and tightening up production sequences.
- 18.04.04.980 Now that Germany is reunited, we have given our enterprise a totally new structure, completely overhauling materials management strategies, and tightening up production sequences.
- 18.05.05.000 Durch den jetzt uneingeschränkten Zugang zu den internationalen Märkten ist eine deutliche Verbesserung unserer Wettbewerbssituation eingetreten.
- 18.05.05.970 The unrestricted access we now have to international markets has markedly strengthened our competitive position.
- 18.05.05.980 We now have open access to international markets, a fact that has given a major boost to our competitive position.
- 18.06.06.000 Vor allem der jetzt mögliche Zugriff auf High-Tech-Komponenten des Maschinenbaus und der Elektronik, ist ein bestimmender Faktor unseres Produktspektrums geworden.
- 18.06.06.970 Above all, it is the new access to high-tech electronic and mechanical engineering components that has had a decisive influence on our product range.
- 18.06.06.980 At last we have access to truly state-of-the-art electronics, and to the most advanced mechanical engineering components. Both these factors now play a decisive role in determining our product range.
- 18.07.07.000 Ein umfassendes Investitionsprogramm und ein innovatives Konzept für die Fertigung mit dem Schwerpunkt der Integration elektronischer Systeme, bilden die Basis für die Entwicklung und Fertigung unserer Produkte in den neunziger Jahren.
- 18.07.07.970 A comprehensive capital expenditure programme, and an innovative production approach emphasizing the integration of electronic systems, form the basis for the design and manufacture of our products in the nineties.
- 18.07.07.980 With a comprehensive capital expenditure programme, and an innovative new production approach emphasizing the integration of electronic systems, we have now laid the basis for the design and manufacture of our products in the nineties.



- 18.08.08.000 Mit der vollen Wirkung der Wirtschafts- und Währungsunion in Deutschland mußte auch unser Unternehmen neue Marktstrategien entwickeln, vor allem durch die Einbrüche im traditionellen osteuropäischen Markt.
- 18.08.08.970 The full effect of the Economic and Monetary Union in Germany has forced us to develop new market strategies to compensate for the sharp tumble in sales to our traditional Eastern European customers.
- 18.08.08.980 The Economic and Monetary Union in Germany hit many enterprises hard. Ours was no exception. Reacting quickly to the sharp tumble in sales to Eastern Europe, we successfully developed new market strategies to compensate for the loss of traditional customers.
- 18.09.09.000 Unsere Umsatzziele sind inzwischen langfristig vertragsgebunden unteretzt und unsere Auftragsbücher gefüllt.
- 18.09.09.970 Our sales goals are now backed up on a long-term basis by firm contracts (Our sales goals now have long-term backing in the form of firm contracts) (are now backed up by long-term contracts/ Our long-term sales goals are now backed up by firm contracts) and we once again have full order books.
- 18.09.09.980 Our ambitious sales goals now have long-term backing in the form of firm contracts, and we once again have full order books.
- 18.10.10.000 Die aus eigener Kraft gesicherte Liquidität gewährleistet die Finanzierung unserer laufenden Ausgaben für die Entwicklung neuer Produkte und die weitere Modernisierung unserer Fertigung.
- 18.10.10.970 Relying on our own strength, we have taken the necessary measures to safeguard our liquidity, guaranteeing adequate financing of our current expenditures for the design of new products and the further modernization of production.
- 18.10.10.980 Relying on our own corporate strength, we have taken the measures that were vitally necessary to safeguard our liquidity. We have thus been able to guarantee adequate financing of our current expenditures for the design of new products and for the further modernization of our manufacturing processes.
- 18.11.11.000 Unseren weltweiten Marktanteil von ca. 20% wollen wir weiter ausbauen und verstärkt Aktivitäten in neuen Märkten entwickeln.
- 18.11.11.970 Our share of the market is currently about 20% world-wide. We intend to increase that figure, with a high-intensity drive to develop activities in new markets. (Our world-wide market coverage is approximately 20%. We aim to extend that coverage, becoming increasingly active in new markets.)
- 18.11.11.980 At present, our share of the market world-wide is approximately 20%. We aim to extend that coverage still further, becoming increasingly active in new markets.
- 18.12.12.000 Gegenwärtig sind wir mit unseren Erzeugnissen in 25 Ländern präsent.
- 18.12.12.970 Currently we have a product presence in 25 countries.
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