



Case Study

NASH strengthens European market presence with new German-language website

NASH Pumps, 6th October 2025

NASH, a leading global provider of precision-engineered vacuum solutions, has been seeking to strengthen its position in the German market. To successfully do so, the company owned by Ingersoll Rand required a professional German translation of its English-language website. Given the complex technical descriptions of a range of different products, this was no mean feat. Consistency, technical accuracy and a marketing-driven style that would complement the work of NASH's sales team were all key in making NASH's German website live up to the company's high standards.

The challenge

Poorly translated websites fail to inspire trust and if the quality is particularly low, can even come across as fraudulent. For a company like NASH, winning over customers cannot solely be achieved through high-quality products, but also requires a website that is clear, user-friendly and provides precise product information.

NASH manufactures a wide range of liquid ring vacuum pumps and liquid ring compressors. Each series includes multiple products all designed for different applications, making it crucial to clearly highlight the differences between them so that customers can choose what best meets their needs. Providing such a level of clarity requires a deep technical understanding on both the translators' and proofreaders' part.

Since this was our first time working with NASH, we also needed to ensure that the exchange of files between NASH's CMS system and our translation environment worked flawlessly.





Our approach

NASH's website is extensive, comprising many individual pages – a total of around 62,000 words that required translation. To ensure the project would be delivered on time, we needed to prepare a strict schedule. We began by testing individual files for compatibility between NASH's CMS and our CAT tool. NASH provided TXLF files, which Peschel translated and returned to NASH for import. As German text is generally longer than English, NASH's IT department had to remove the character restriction for the meta data. Once we knew that this process worked, we were able to proceed with the translation, safe in the knowledge that NASH would later be able to import our finished translations.

Throughout the project, our translators had to continuously refer back to the website to ensure the translation would fit the layout and make sense within the visual context. They also thoroughly researched all terminology and technical concepts, guaranteeing technical accuracy. Any remaining questions were clarified directly with our native German-speaking contacts at NASH.



“Introducing a German version of our website was an important step for our presence in the DACH region. While most of the translation met our expectations in terms of technical accuracy and clarity, there were areas that required additional review on our side. Overall, the process was smooth and helped us make the site more accessible for German-speaking customers.”

- Magdalena Gajewska, Ingersoll Rand -



The outcome

NASH now has a new, fully localised German website in place of its previous, machine-translated one. Thanks to its professional appearance and high-quality, accurate product descriptions, the new website is sure to help NASH win over new customers in the German market.

PESCHEL COMMUNICATIONS GmbH

Peschel Communications GmbH has been offering language services for sustainable topics for more than 25 years. Our ISO 17100 and ISO 9001 certifications are proof of our service quality – this goes for translations, voiceover, subtitling, transcreation and conference interpreting. Our skilled project managers provide customised consultation, bespoke services and reliable management of your projects.

Within our company, we put great emphasis on sustainability. That's why focussing on translations and interpreting for sustainable brands and companies makes perfect sense. Here we support clients with topics such as renewable energy technologies, law, medicine, marketing and science.

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