

Case Study - Baker Perkins



Baker Perkins is a world leader in machines and process systems used to make the world's favourite food products. It specialises in equipment and services for Bakery, Confectionery, Pet Foods, Breakfast Cereals and Snacks.

Baker Perkins wanted to test the popularity of their products in South America, particularly the demand for food manufacturing machinery in Argentina and Mexico. International Blast! was the ideal solution by translating and localising key pages of the Baker Perkins English website and optimising these to generate traffic in Latin American markets.



The Challenge

- Win new business in non-English markets
- Generate awareness of Baker Perkins' products in Latin American markets
- Improve website accessibility and international exposure

The Solution

- Web-Translations' International Blast! to test new markets
- Adjustment of site layout and editing of text to make it as concise as possible
- Selection of appropriate images to showcase Baker Perkins' products

The Results

- Increased web traffic
- Awareness of the Baker Perkins brand in the main target markets of Argentina and Mexico
- Simplified layout of the homepage, which the client liked so much that he changed his English site to match it!