



LANGUAGE AND TECHNOLOGY SOLUTIONS FOR GLOBAL BUSINESS

BRITA GMBH

T TRANSPERFECT BY THE NUMBERS

20+ YEARS IN BUSINESS

3500+
GLOBAL
EMPLOYEES



88 CONSECUTIVE
QUARTERS
OF GROWTH

85+ CITIES WORLDWIDE
34 COUNTRIES
6 CONTINENTS

90%
FORTUNE 500

170+ LANGUAGES
SUPPORTED

83 OF INTERBRAND'S TOP
100 GLOBAL BRANDS

STYLEGUIDE

BRITA®

Translation Style Guide

DOCUMENT

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CLIENT

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2.3.3 En-dashes

In English, en-dashes are sometimes used to punctuate sentences in a similar way to colons, commas or brackets as well as to join coordinate or contrasting pairs (for example: the Paris–Dakar rally). They are also used as shorthand for the word 'to' (or 'through'), as in 'Items 3–6, \$140–170, or 1914–18. Do not use a hyphen as an en-dash.

Example:

Source: Consistent environmental protection – from production to recycling

2.3.4 Ellipses

Ellipses are made up of three dots only. There is a non-breaking space before the dots. Use for omitted material or for a longer pause than a dash.

Example:

Source: Load alternatives...

2.3.5 Quotation marks

Use double quotation marks for dialogue and quoted material and single quotation marks in all other instances (to highlight a word or phrase, for example, or for the titles of chapters and articles). Place punctuation inside the quotation marks when a complete sentence, outside when part of a sentence.

Example:

Source: It's not without reason that we sometimes refer to a 'taste explosion'.

2.3.6 Apostrophes

Apostrophes (') replace the omitted letters in a contraction. In English, they are used to identify possessive nouns, for example: The referee's flag. Apostrophes should also not be used where an acronym or abbreviation appears as a plural, for example: 1990s, UFOs, etc.

2.3.7 Colons

Use colons to indicate an expansion of an idea or to introduce a set of items. Colons should also directly follow the preceding word (with no space). Do not use colons at the end of headings or to introduce a table or graph set in text matter.

Example:

Source: Less limescale: longer lifespan for your household appliances.

2.3.8 Semicolons

Use the semicolon to link two connected thoughts in the same sentence; to separate items in a series in running text, especially phrases containing commas (like this sentence); or to add emphasis. Semicolons should also be closed up to the preceding word. Example:

Source: BRITA filtered water simply contains fewer taste impairing substances: a difference you can taste and smell.



2.3.9 Bullet points

After bullets, start with lowercase and do not use punctuation to close.

Example:

- Source: If they are stored properly, the original BRITA cartridges can be kept for several years. Stored properly means:
- temperatures between 1 °C and 50 °C
 - no direct sunlight
 - no exposure to radiation
 - The cartridges must be kept in the original sealed packaging

TERMINOLOGY

	A	B	C	E	F	G	H	I	J							
1	BRITA Home Glossary 															
2																
3																
4									Last update:							
5		STATUS	SOURCE	enGB	CATEGORY	CONTEXT	COMMENT									
6		new	RESET-Taste	"Reset" button												
7		new	(Wasser-)Ausgang	(water) outlet												
8		new	(Wasser-)Eingang	(water) inlet												
9		new	100 % Zufriedenheit	100% satisfaction												
10		new	30 Tage Geld-zurück-Garantie	30 Day Money Back Guarantee												
11		new	A 1000 Filterkartusche	A 1000 filter cartridge												
12		new	Adapter	adapter												
13		new	Aktivkohle	activated carbon												
14		new	Analysestreifen	analytical test strip												
15		new	Anschluss Wasserausgang	water outlet connection												
16		new	Anschluss Wassereingang	water inlet connection												
17		new	Armatur	kitchen tap												
18		new	Art der Befüllung	filling method												
19		new	Außengewinde	external thread												
20		new	Außengewinde	male thread												
21		new	Basis	Base												
22		new	Befüllung	filling												
23		new	Behälter	tank												
24		new	Betrieb	operation												
25		new	Betriebsdruck	operating pressure												
26		new	Bettvolumen	bed volume												
27		new	Blei	lead												
28		new	Boden	bottom												
29		new	BPA frei	BPA free												
30		new	BRITA Aktivkohlefiltration	BRITA active carbon filtration												
31		new	BRITA Armatur	BRITA water dispenser												
32		new	BRITA Filterwechselanzeige	BRITA cartridge exchange indicator	Pressurised											
33		new	BRITA Filterwechselanzeige mit Display	BRITA cartridge exchange indicator with display												
34		new	BRITA gefiltertes Wasser	BRITA filtered water												
35		new	BRITA Händler-Recyclingprogramm	retail recycling programme												
36		new	BRITA Haushaltswasserfilter	BRITA Household Water Filter System												
37		new	BRITA Kartuschen-Statusanzeige	BRITA Cartridge Status Indicator												
38		new	BRITA Recycling	BRITA recycling												



Countries



CLIENT REVIEWERS



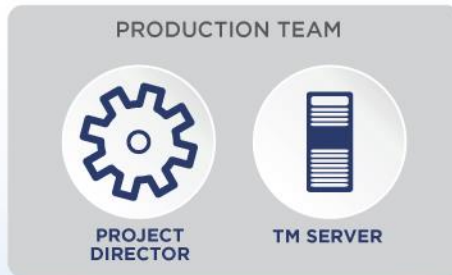
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