Welcome to the autumn issue of the Crestec Europe Newsletter. In this issue, we turn the spotlight on the German language and its regional differences. Next is an article about the Crestec Hamamatsu office in Japan and last but not least we introduce to you Mr. Rick Rusniadi, who is a senior printing coordinator at Crestec Europe.

The German language

German is a West-Germanic language. In terms of numbers of native speakers, it is the biggest language in Europe. German is an official language in Germany, Austria, Switzerland, Liechtenstein, Belgium, Italy and Luxemburg. Important German-speaking communities are also found in countries neighboring these as well as in the USA, Canada, Russia, Namibia and South America.

In addition to English and French, German is one of the three working languages of the European Commission.

Over 100 million people claim German as their native language, putting German in 10th place on the list of languages by numbers of native speakers.

Until the early 1900s, there was no standardized German language. The German-speaking communities were spread over numerous empires, states, duchies etc. All of these different areas had their own variation of German. It wasn't until after the Grimm Brother’s dictionary and Duden’s Grammar Handbook that the German language became standardized.

The spelling rules remained untouched until 1996 when the highly controversial Spelling Reform was accepted in parliament.

One of the reform points was the partial replacement of the character ‘ß’ with ‘ss’, which led to public outrage. Now, however, the reform rules have been generally accepted.

Standard German originated not as a traditional dialect of a specific region, but as a written language. However, there are places where the traditional regional dialects have been replaced by standard German, especially in Northern Germany, but also in major cities in other parts of the country.

Standard German varies regionally amongst German-speaking countries in vocabulary, some instances of pronunciation and even grammar and orthography. This variation must not be confused with the variation of local dialects. Even though the regional varieties of standard German are only influenced to a certain extent by the local dialects, they are still very distinct.

In general, Germans can immediately recognize Swiss-German speakers and Austrian-German speakers and vice versa.
Austrian Standard German

When you ask Austrians about differences between standard German in Germany and the German in Austria, they will usually come up with lexical differences regarding food. Indeed, the list of vegetables, dishes and desserts having different denominations in the two countries is long. Apart from this, certain expressions and metaphors have a typical "German" or "Austrian" sound to them, which is important for commercial translations.

When it comes to spelling, grammar and syntax, it is a lot harder to find divergent points, as Austrian German simply adheres to the grammatical system of the German standard language.

One exception is the use of the auxiliary verb of the perfect tense. In Austrian German, a form of "sein" (to be) is used for all verbs that describe a body posture ("sitzen" (to sit), "stehen" (to stand) etc.) whereas in standard German, the auxiliary verb "haben" (to have) is used.

In general, Austrians are often more familiar with expressions and vocabulary used by their German neighbors than the other way around. This is due to the larger influence of German television and media.

Swiss Standard German

Swiss Standard German is the official written language in the German-speaking part of Switzerland. There are only a few specific situations where speaking Swiss Standard German is required or polite, e.g., in an educational setting (but not during breaks in school lessons, where the teachers do speak in dialect with students), in multilingual parliaments, in the main news broadcast or in the presence of German-speaking foreigners.

Swiss Standard German should not be confused with Swiss German. Swiss German is a group of dialects which are spoken in Switzerland and some regions of Northern Italy. In everyday life, Swiss people just speak their dialect, which is often difficult to understand for other German native speakers.

Swiss Standard German differs from Standard German in all linguistic domains, such as grammar, syntax and even orthography. A big difference between the two is the absence of the character ‘ß’ in Swiss Standard German. Traditionally, the Swiss have used French typewriters, which did not contain the character ‘ß’, so that’s why their ‘ß’ was replaced with ‘ss’.

The following table shows the variety of the German language. Especially in commercial translations, the choice of words is very important. In addition to regular German translations, we can handle translations for the Swiss and Austrian market. For more information, please contact your nearest Crestec office.

<table>
<thead>
<tr>
<th>English</th>
<th>German (Germany)</th>
<th>German (Austria)</th>
<th>German (Switzerland)</th>
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</thead>
<tbody>
<tr>
<td>Chimney sweeper</td>
<td>Schornsteinfeger</td>
<td>Rauchfangkehrer</td>
<td>Kaminfeger</td>
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<tr>
<td>Rolling pin</td>
<td>Nudelholz</td>
<td>Nudelwalker</td>
<td>Wallholz</td>
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<tr>
<td>Pancake</td>
<td>Pfannkuchen</td>
<td>Palatschinke</td>
<td>Crêpe</td>
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<td>Supper</td>
<td>Abendbrot</td>
<td>Nachtmahl</td>
<td>Znacht</td>
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<tr>
<td>Fryer</td>
<td>Brathähnchen</td>
<td>Brathendl</td>
<td>Poulet</td>
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<tr>
<td>Trainee</td>
<td>Auszubildende(r)</td>
<td>Lehrling</td>
<td>Lehrsohn/Lehrtochter</td>
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</table>
Introducing Crestec Hamamatsu (part 1)

[Hamamatsu – City of engines and musical instruments]

The Crestec Hamamatsu office is located in Hamamatsu, Shizuoka-ken. It is just a two-hour ride from Tokyo and one hour from Osaka on the shinkansen—the Japanese Bullet Train. There are mountains to the north, the lake to the west and the sea to the south. The wealth of the nature and the mild climate make Hamamatsu a very comfortable place to live. In Japan, there are four very clearly defined seasons and the climate in Hamamatsu is just right to enjoy these seasons. Sometimes, in the winter, you don’t even need a sweater because the weather is so mild. Currently 810,000 people live in Hamamatsu, an ordinance-designated city (a city with an administrative authority equal to that of a prefecture) which is the second largest in area in Japan.

During the Edo period, Hamamatsu thrived as a posting station. Hamamatsu Castle in the centre of the town is well known for once having been a residence of the young Ieyasu Tokugawa, the founder of the Edo Shogunate. In modern times Hamamatsu is renowned for its manufacturing industries. These include two-wheeler and four-wheeler transport vehicles, musical instruments and industries related to the manufacture of these goods. These companies are based in Hamamatsu and are now striving to achieve global success. Twenty-four years ago, in 1984, Crestec was founded in Hamamatsu, “The city of engines and musical instruments”.

[Hamamatsu Office]

The Crestec Hamamatsu office is located in a residential area half an hour’s drive from the centre of Hamamatsu. The three-story office building contains the Crestec headquarters, as well as the sales section of the Hamamatsu office. The production section, which includes writing, editing, DTP, translation and illustration, is also located here, as are the staff who deliver printed manuals to the clients. All of the staff in the entire production process, from receiving orders to delivering the finishing products, work under one roof. This is one of the most unique features of the Hamamatsu office, a feature that no other Crestec Office shares. As a part of Crestec Hamamatsu, we also have Fulfillment Services & Centre, as well as the Sakata Branch in Sakata, Yamagata-ken, which will be in the spotlight in our next issue.
The Hamamatsu office is the largest office within the Crestec group in Japan, and it has some special features that no other offices have.

First of all, Hamamatsu employs 43 technical writers, which is the largest number of technical writers in the Crestec group. Fortunately, the Hamamatsu Office has the benefit of being located in “The city of engines and musical instruments”, as are most of its clients. This close proximity is convenient when information and supporting materials must pass between staff and clients. Depending on the clients’ requests, and as a part of Crestec’s follow-up services, writers are prepared to travel and work all over the world.

The System Development staff work in the same building as the Sales and Production staff. The System developers consistently offer the client systems that can ensure more effective manual production, utilising resources from past manuals and incorporating information resources from clients’ development departments.

Crestec Hamamatsu can handle the manual production process from start to finish. Being able to closely oversee the entire process, the staff members are better able to understand their own roles in the production process.

Many of Hamamatsu’s staff members play crucial roles in the Crestec group’s offices in Japan and abroad after having acquired basic skills in the Hamamatsu office. All in all Crestec Hamamatsu plays a vital role in the Crestec Group and it can be considered as the heart of Crestec worldwide.
Team profile: Rick Rusniadi

In this issue of our newsletter, we would like to introduce our Senior Printing Coordinator, Rick Rusniadi. Rick was born 33 years ago in Jakarta, Indonesia. At the age of 7, he and his family moved to Amsterdam. He currently lives with his wife and two children in the picturesque town of Zaandam, near Amsterdam.

Rick studied Economics, but decided instead to work as a professional photographer. After this, he started his career in the printing industry. During the past 12 years, he has learned all the ins and outs of the printing business. Currently, Rick is in charge of the Printing Department at Crestec Europe. Rick is our main man for all printing issues.

What was your first impression of Crestec Europe?
“I really appreciated the friendliness and the informal atmosphere. I immediately felt part of the team.”

What are your main activities?
“Whenever possible I check our products on site. This means I’m on the road a lot, but I like the contact with our clients and suppliers. In terms of project coordination, I expect our work flow to be even more automated. I fully support this tendency, because the higher our efficiency is, the more time we can spend on our clients.”

What opportunities do you see for Crestec Europe’s Printing Section?
“One of our main strengths is fulfillment. In short, we offer services that go far beyond ordinary expectations. For example, we offer an on-line web ordering system. This system enables dealers and users to order documentation materials from the Crestec Group website. The payment can be done on-line as well, which is very convenient.

Another evolution on which Crestec Europe is focusing is POD: Printing-on-Demand. POD supports our on-line ordering system. It enables clients to order their products directly on the Crestec website. This is very handy, especially for back orders. Basically, customers can order a manual on-line, and within a matter of days, Crestec delivers the printed manual directly to the customer. It’s fast, easy and our clients save money on storage costs and stock management. Our kitting services include manufacturing complete consumer kits, which contain manuals, guarantee booklets, labels and cd-roms. The packaging of these kits can be customized to the client’s needs, and the kits can be delivered anywhere in the world.

The bottom line is this: However you want to present your information, Crestec Europe can do the job for you.

Crestec Europe has access to all production facilities of the Crestec Group as well as several facilities in Eastern Europe. This way we can ensure our clients Best Value For Money. Please contact Crestec Europe for more information.

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Note
For Crestec Europe B.V., please refer to our English website (www.ceu.crestec.com). For Crestec Japan, see the Japanese site (www.crestec.co.jp).
If you have any comments or enquiries regarding Crestec Europe B.V., please contact your account manager or e-mail sales@crestec.nl.

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