

Case Study



NOW Foods

Challenge

A global leader in natural products, NOW Foods has an international presence in over 65 countries on six continents. NOW Foods manufactures and distributes over 1,600 products, including nutritional supplements, natural foods, sports nutrition, personal care, herbal extracts, essential oils, natural sweeteners, literature, and retail supplies.

Having an established international presence, their challenge has been to expand in the international marketplace and gain worldwide consumer trust in the brand as being one of consistent quality, safety, and effectiveness.

Solution

Interpro first partnered with NOW Foods' in 2005 when selected to translate their product literature such as catalogs, labels, marketing brochures, legal documents, and press releases, in order to accommodate their target markets. NOW Foods currently offers products in over 15 languages.

Results

Now Foods sales have increased nearly 100% over the past 4 years due to their rapid international expansion. According to NOW International's Sales Manager, Philip Pittsford, "Working with Interpro has opened new avenues to us; we not only translated our labels, but we converted our collateral materials as well. We recently produced a catalog in 10 languages and the reception of this has been tremendously positive. We are currently considering several additional languages to accommodate our overseas customers. It is difficult to put a dollar value on what we have gained through our ability to offer quality, professionally produced translation pieces, but our sales continue to grow and the goodwill generated is priceless."

In May 2008, President George Bush and Commerce Secretary Carlos Gutierrez presented Now Foods with the Presidential "E" Award for Excellence in Exporting. Created by President John F. Kennedy in 1961, the Presidential "E" award is the highest honor that the federal government can give to any American company or organization. It serves to recognize U.S. firms for their competitive achievements in world markets, as well as their part in increasing U.S. exports abroad.

