



*Delivering quality translations that drive the global economy since 1968.*

**For Immediate Release**

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**McElroy Translation Reveals New Brand Identity**

*New McElroy brand reaffirms its 42-year commitment to delivering quality translations that drive the global economy*

Austin, TX (1 Oct 2010)—McElroy Translation, a full-service language services provider, unveils the most sweeping change to its corporate brand identity in the company’s 42-year history. The new brand is designed to reflect a progressive company built on a long history of innovative ideas and language services that meet the complex needs of global business.

McElroy’s new logo features a stylized “globe” with arrows circulating in both directions, representing a worldwide economy in constant motion. To meet the demands of global businesses, McElroy collaborates with expert linguists worldwide, who work around the clock to deliver client projects quickly and efficiently.

“McElroy has always been known for quality translation and excellent customer service,” says Olga Pechenko Kopp, CEO. “These attributes are reflected in our core values of integrity, quality, proactive planning, and teamwork. With these values in mind, the McElroy team has implemented processes and technologies that enable projects to be delivered with the level of quality and customer service our clients expect from us, as well as within a time frame and at a price that make us highly competitive within our industry.”

“Our customers, our employees, and our vendors connect with what this brand stands for—quality, innovation, a customer focus, and a values-rich culture,” adds Susan Andrus, marketing manager. “We are reaffirming McElroy’s core attributes with a contemporary-looking brand that retains our strong heritage while better reflecting our mode of business today.”

To learn more about McElroy Translation, please visit [www.mcelroytranslation.com](http://www.mcelroytranslation.com).

**About McElroy Translation**

McElroy Translation, a certified WBENC Women’s Business Enterprise, puts 42 years of experience, extensive linguistic resources, and advanced business processes to work for every client. From its home base in Austin, Texas, McElroy offers translation and localization services in more than 100 languages to clients worldwide. The company specializes in the legal, pharmaceutical/medical, and technology industries. McElroy prides itself on quality assurance for highly technical documentation and professional project management support.