



## **PRESS INFORMATION**

December 2005

### **CATOMANCE WINS INTERNATIONAL COMMUNICATIONS AWARD**

Catomance Technologies has won an International Communications Award 2005 from UK Trade and Investment Eastern England.

The award recognises Catomance's commitment to the development of its international trade. Currently supplying customers in over 40 countries around the World, Catomance has many decades of experience in overseas markets.

In order to build long-term export business, Catomance believes that a knowledge of the culture and language in target markets is vital. Before making overseas contacts and visits, the company's staff try to, at least, understand the basics of the business culture in the country concerned.

Much of Catomance's product and promotional literature has been professionally translated into a number of European languages, Japanese, Chinese and Russian. The literature is made available via the company's website. One of Catomance's emerging markets is the Russian Federation and the company is working with a Russian speaker to make initial sales contacts.

Almost three-quarters of Catomance's products are exported and attention to the details of language and culture are fundamental to success.

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For further press information, please contact:

John Hayes, Catomance Technologies Ltd  
Tel: 01438 360747 Fax: 01438 360748 e-mail: [john.hayes@catomance.co.uk](mailto:john.hayes@catomance.co.uk)