

## NEWS RELEASE

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For immediate release

### **INVISIBLE Translation now a Certified Green Business**

GRANBY—INVISIBLE Translation announced today that the Institute for Green Business Certification (IGBC) has certified it a “Green Business.”

After several weeks of demanding assessment, the IGBC found that INVISIBLE Translation’s business practices are environmentally responsible and compatible with a clean, green business model.

“INVISIBLE Translation met all the requirements of our assessment and demonstrated that its operations are respectful of the environment,” said Philippa Settels, an environmental analyst with the IGBC.

“My colleagues and I believe that the translation of written material should be *invisible* in the sense that it should read as if it were an original document, rather than a translation,” said Daniel Mainville, a certified translator and president of INVISIBLE Translation. “We wanted to apply the same concept to environmental matters to keep the carbon footprint generated by our operations as close to invisible as possible. It was a moral imperative that led us to commit to the certification process.”

Philippa Settels remarked, “More and more businesses are placing ever greater emphasis on the ethical aspect and environmental awareness in selecting their business partners.”

Daniel Mainville added, “Our green business certification positions us at the forefront of translation firms that are taking practical measures to protect the environment and we are certain that our current and future clients will see this as an indicator of trustworthiness and transparency.”

#### **INVISIBLE Translation in a nutshell**

INVISIBLE Translation is a highly respected firm of language professionals located near Montreal, Quebec that relies on the know-how and professionalism of its multidisciplinary team to provide translation, advertising adaptation, editing, revision, proofreading and writing services to a wide range of clients.

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