

GlobalLink® technology supports Swedish menswear retailer's international expansion

“GlobalLink is a goldmine for any Magento user.”

– E-Commerce Manager
Eton Shirts

“Tha

By integrating seamlessly with Eton's existing Magento CMS, Translations.com's GlobalLink solution enabled the Swedish retailer to drastically reduce the level of manual labour formerly associated with online expansion, while requiring zero additional IT resources.

With all previous barriers to website localisation removed, Eton Shirts is now able to better communicate with its key target markets by offering online content in Norwegian, German and Danish.