

Trade Adjustment Assistance for Firms (TAAF)

Printing Equipment Manufacturer

CHALLENGE

Competition based on lower costs and design for cost reduction from China



Companies affected by import impact often have a path to successful exporting, often based on quality and durability.

In the two years prior to starting TAAF:

Sales Change: -13%
Jobs Change: -31%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:
 Client referral

SOLUTION

NWTAAC worked with management to document a strategy to repositioning through market targeting, export development and equipment modification

Investment NWTAAC secured approval for \$150,000 for outside expertise with the company matching at 50% (\$75,000). The company invested substantial additional funds to fully implement the strategy.

- Outside * Expertise** * Market Research with Amy McManus
- * Sales Development with M3-HPT
- * Website Improvements with Loud Level 9 and Phil Sandifur
- * Product Development with Blue Wolf

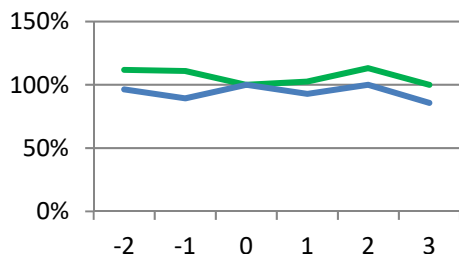
RESULTS

TAAF focused on marketing, sales, promotion and product development While the company remained level in sales, it claimed a larger share of a declining market and become more profitable. The firm employed \$75,000 of TAAF assistance over 2 years.

Results from start of TAAF:

Sales Change: %
Jobs Change: -14%
Productivity: +17%

Table: Indexed SALES and JOBS by program year, TAAF start = 100% and year 0.



*Active for 2 years with 2 years of ongoing follow-up

TAAF Usage: Full
Status at Close: Company stabilized
Long-term: Operating successfully

TAAF helps companies (typically: small, closely held/family owned) to overcome challenges from import competition. Help focuses on business strategy and outside expertise. The program is single use with a cap on assistance.



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Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington

