

Trade Adjustment Assistance for Firms (TAAF)

Industrial Tool Manufacturer

CHALLENGE

Competition based on price from Canada



We see some companies succeed by dominating innovation and customer service in a narrow line of specialization.

In the two years prior to starting TAAF:

Sales Change: -25%
Jobs Change: -33%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

Montana Manufacturing Extension Center

SOLUTION

NWTAAC worked with management to document a strategy to expand sales based on new products and export sales.

Investment NWTAAC secured approval for \$30,000 for outside expertise with the company matching at 25% (\$7,500). The company invested \$1.5 Million to fully implement the strategy.

Outside Expertise * Marketing implementation with BHG

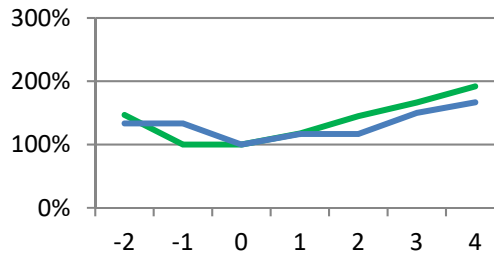
RESULTS

TAAF focused on marketing aimed at new products and export sales. The firm recovered and far exceeded its pre-trade impact volume. The firm employed \$22,500 of TAAF assistance over 1 year.

Results from start of TAAF:

Sales Change: 92%
Jobs Change: 67%
Productivity: +15%
TAAF Usage: Full
Status at Close: Company expanded
Long-term: Company growing with new products

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



*Active for 1 year with 4 years of follow-up

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

