

Trade Adjustment Assistance for Firms (TAAF)

Furniture Manufacturer

CHALLENGE

Competition based on lower costs from China



The burgeoning housing market of the early 2000's attracted imports, when the crash came, companies lost around 50% of sales - but the imports were still there.

In the two years prior to starting TAAF:

Sales Change: -33%
Jobs Change: -43%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach

SOLUTION

NWTAAC worked with management to document a strategy to expand products into low cost, customizable products.

Investment NWTAAC secured approval for \$150,000 for outside expertise with the company matching at 50% (\$75,000). The company invested 3785000 to fully implement the strategy.

Outside * Expertise Product Design with Lignum Consulting

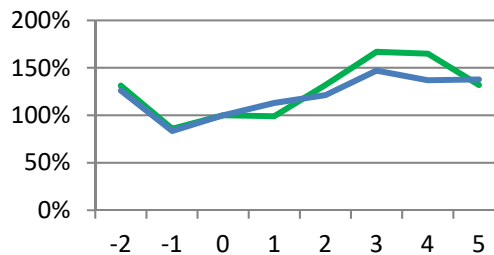
RESULTS

TAAF focused on product design and manufacturing process. The company saw immediate results and grew past its pre-trade impact volume. The firm employed \$74,997 of TAAF assistance over 2 years.

Results from start of TAAF:

Sales Change: 32%
Jobs Change: 38%
Productivity: -4%

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



*Active for 2 years with 4 years of follow-up

TAAF Usage: Full
Status at Close: Company expanded
Long-term: Continued growth, company hiring as of late 2016

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

