

Trade Adjustment Assistance for Firms (TAAF)

## Plastic Parts Manufacturer

### CHALLENGE

Low cost producers in China and Taiwan and established German producers



In the two years prior to starting TAAF:

**Sales Change:** -4%  
**Jobs Change:** -22%

NWTAAC assisted company to prepare a petition for TAAF

Both sales and margins have increased. This is mainly due to a transition from wholesale to consumer sales through the website.

Referred to TAAF by:  
Port of Bellingham

Company executive

### SOLUTION

NWTAAC worked with management to develop a strategy to improve ability and speed to customize products and respond to customers directly.

**Investment** NWTAAC secured approval for \$30,000 for outside expertise with the company matching at 25% (\$7,500). The company invested \$450,000 to fully implement the strategy.

**Outside Expertise** \* Promotion Campaign with Red Rakk, Inc.

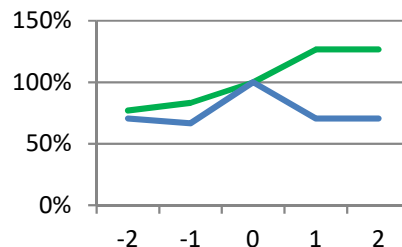
### RESULTS

TAAF focused on the key marketing element of the strategy through the website. The company implemented the strategy and grew rapidly. The firm employed \$22,500 of TAAF assistance over 1 year.

Results from start of TAAF:

**Sales Change:** 27%  
**Jobs Change:** -30%  
**Productivity:** +80%

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



\*Active for 1 year with 1 year of ongoing follow-up

**TAAF Usage:** Full  
**Status at Close:** Company expanded  
**Long-term:** Continued operation and growth

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.



## NorthwestTAAAC

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## Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington

