

Trade Adjustment Assistance for Firms (TAAF)

Plastic Products Manufacturer

CHALLENGE

Price competition for standard sized units from Canada.



While there are effective responses to price competition, they require investment and time to take effect.

In the two years prior to starting TAAF:

Sales Change: 10%
Jobs Change: -28%

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 reorient to customized products.

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

- Outside** * CAD System Designs with Arch Data Systems
- Expertise** * Marketing Materials with Portfolio Products
- * Website Upgrade with Sitecrafting

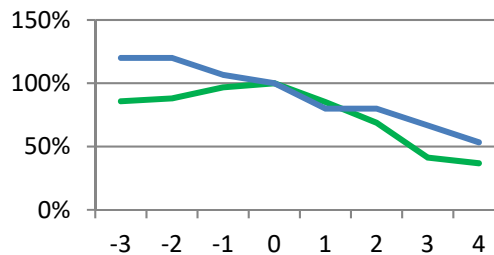
RESULTS

TAAF focused on marketing and design capability. The company found itself shifting its strategy in the middle of the recession and ultimately closed. The firm employed \$17,573 of TAAF assistance over 4 years.

Results from start of TAAF:

Sales Change: -63%
Jobs Change: -47%
Productivity: -31%

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



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

TAAF Usage: Partial

Status at Close: Company closed

Long-term: Firm closed due to depressed market and import competition

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

