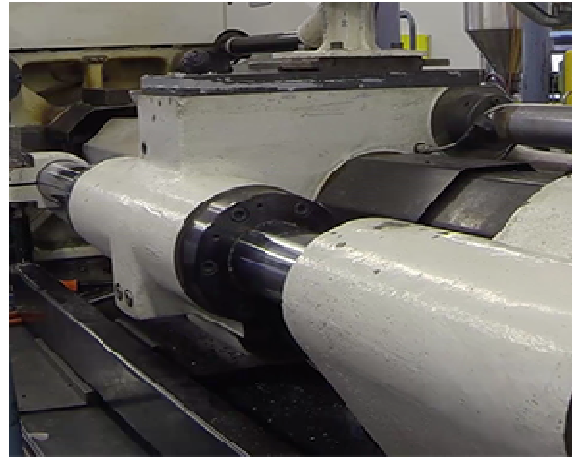


Trade Adjustment Assistance for Firms (TAAF)

Plastic Products Manufacturer

CHALLENGE

Competition based on lower costs from China, Mexico, and Canada



When a factory moves offshore, an entire network of suppliers is sent reeling.

In the two years prior to starting TAAF:

Sales Change: -8%
Jobs Change: -19%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

Local Economic Dev. Office

SOLUTION

NWTAAC worked with management to document a strategy to focus on short-run, local orders valuing quality and service.

Investment NWTAAC secured approval for \$96,000 for outside expertise with the company matching at 50% (\$48,000). The company invested \$985,000 to fully implement the strategy.

- Outside** * Market Analysis with Doug Williams & Assoc. and Market Accelerators
- Expertise** * Product Testing with Northwest EMC
- * SEO with Cogenisis & ITX Corp.

RESULTS

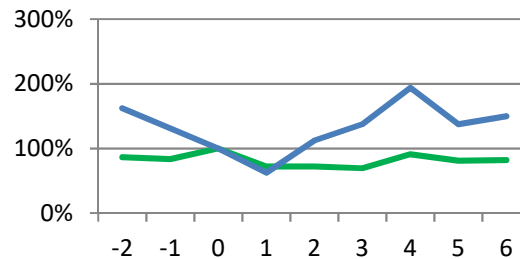
TAAF focused on immediate marketing requirements. The company achieved good outcomes that appear to be sustainable. The firm employed \$16,562 of TAAF assistance over 5 years.

Results from start of TAAF:

Sales Change: -18%
Jobs Change: 50%
Productivity: -45%

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

TAAF Usage: Limited
Status at Close: Company stabilized
Long-term: Impact continued and Firm and re-entered TAAF



*Active for 5 years with 2 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

