

Trade Adjustment Assistance for Firms (TAAF)

**Plastics Manufacturer**

**CHALLENGE**

Competition from lower cost producers in China, in particular.



*In the plastics industry scale and cost, the typical advantages of importers, have outsized advantages.*

*In the two years prior to starting TAAF:*

**Sales Change:** -11%  
**Jobs Change:** -23%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach

**SOLUTION**

NWTAAC worked with management to review and advise on a strategy to increase sales through broader capabilities and better execution

**Investment** NWTAAC secured approval for \$150,000 for outside expertise with the company matching at 50% (\$75,000). The company invested \$725,000 to fully implement the strategy.

**Outside** \* Information System with DTR-ERP & Aptean Inc.

**Expertise** \* Website and Promotion Materials with That Communication & Development Dynamics

\* Website Video with Angel Vision

**RESULTS**

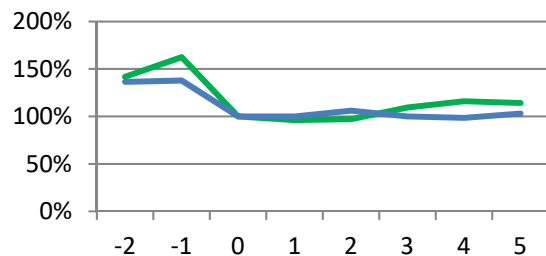
TAAF focused on marketing and information systems. The company reversed sales declines and stabilized at a lower scale. The firm employed \$24,463 of TAAF assistance over 5 years.

*Results from start of TAAF:*

**Sales Change:** 14%  
**Jobs Change:** 3%  
**Productivity:** +11%

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

**TAAF Usage:** Limited  
**Status at Close:** Company stabilized  
**Long-term:** Later acquired, continued operation



\*Active for 5 years with 1 year of ongoing 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.



**NorthwestTAAC**

1200 Westlake Ave. N., Ste 604  
 Seattle, Washington 98109  
 T: (206) 622-2730; F: (206) 622-1105  
 www.nwtaac.org

**Trade Adjustment Assistance for Firms**

Alaska, Idaho, Oregon, Washington

