

Trade Adjustment Assistance for Firms (TAAF)

**Wood Products Manufacturer**

**CHALLENGE**

Price competition for standard products from Taiwan and Mexico



*Customization is almost always a route to competitive advantage for a domestic producer.*

*In the two years prior to starting TAAF:*

**Sales Change:** -7%  
**Jobs Change:** -11%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

Montana Manufacturing Extension Center

**SOLUTION**

NWTAAC worked with management to review and advise on a strategy to convert to custom 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 \* Expertise** \* Market Research with MMEC
- \* Business Strategy with MMEC
- \* Marketing Materials & Website with Various Service Providers
- \* Production Training with Wood Stock Supply

**RESULTS**

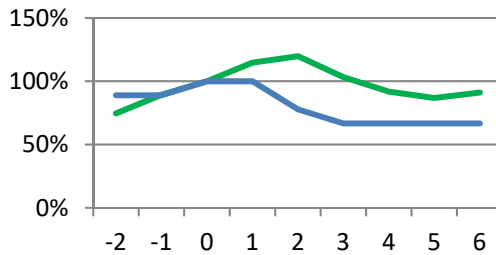
TAAF focused on marketing, the company's biggest challenge. The company was able to stabilize during the recession. The firm employed \$22,206 of TAAF assistance over 7 years.

*Results from start of TAAF:*

**Sales Change:** -9%  
**Jobs Change:** -33%  
**Productivity:** +37%

**TAAF Usage:** Full  
**Status at Close:** Company stabilized  
**Long-term:** Continued operation and expanding product lines

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



\*Active for 7 years with 0 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.



**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

