

Trade Adjustment Assistance for Firms (TAAF)

Metal Work Manufacturer

CHALLENGE

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



Customization and branding are both places where a domestic company will have advantages over imports.

In the two years prior to starting TAAF:

Sales Change: -36%
Jobs Change: -33%

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 differentiate through quality, service and product variety.

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 * Website Design with Weber

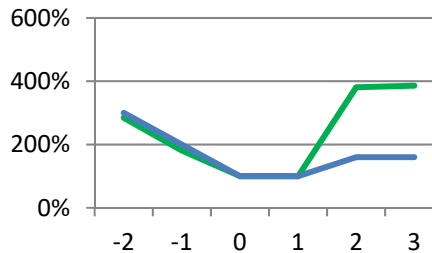
RESULTS

TAAF focused on marketing - a weakness for the company. The company recovered and sought acquisition to assure continued operation. The firm employed \$6,309 of TAAF assistance over 5 years.

Results from start of TAAF:

Sales Change: 286%
Jobs Change: 60%
Productivity: +141%
TAAF Usage: Limited
Status at Close: Company acquired
Long-term: Continued operation by new owner

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



*Active for 5 years with -1 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

