

Wood Door Manufacturer

CHALLENGE

Competition from low-cost producers from China, Mexico, and Brazil

In the two years prior to starting TAAF:

Sales Change: -28%
Jobs Change: -10%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach



We realized that with the import and cost competition we were facing, customized products were our best path to survival and profit.

Building products industry executive

SOLUTION

NWTAAC worked with management to document a strategy to convert production and marketing to customized products.

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

Outside Expertise * Marketing materials and information system Brandner Communication

RESULTS

TAAF focused on marketing and information systems. The company transitioned successfully and approached its pre-impact / pre-recession sales levels. The firm employed \$75,000 of TAAF assistance over 1 year.

Results from start of TAAF:

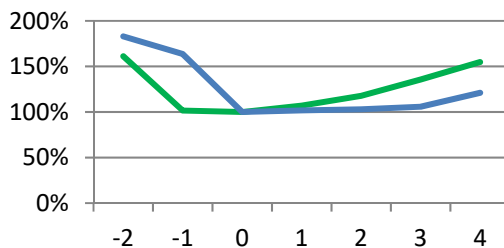
Sales Change: 55%
Jobs Change: 21%
Productivity: +28%

TAAF Usage: Full

Status at Close: Company recovered

Long-term: Company active and growing with award winning e-commerce

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



*Active for 1 year with 4 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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NWTAAC is a private, non-profit organization with over 35 years experience in the Pacific Northwest

Trade Adjustment Assistance for Firms
 Alaska, Idaho, Oregon, Washington

