

Hose Manufacturer

CHALLENGE

Price competition in commercial markets from China and Mexico



In the two years prior to starting TAAF:

Sales Change: -8%
Jobs Change: -22%

NWTAAC assisted company to prepare a petition for TAAF

Commercial products producers usually sell to informed customers who tend to value factors other than price.

Referred to TAAF by:

NWTAAC Regional Outreach

SOLUTION

NWTAAC worked with management to review and advise on a strategy to reorient to the aerospace market.

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 * Aerospace Quality System with ETI

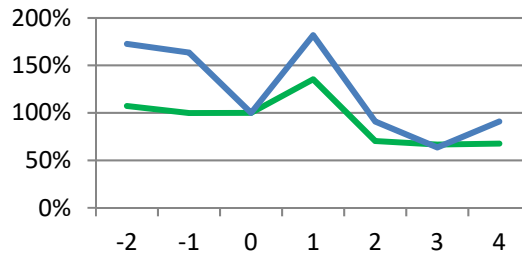
RESULTS

TAAF focused on implementing the aerospace industry's quality system. The company found itself shifting its strategy in the middle of the recession and ultimately stabilized. The firm employed \$17,250 of TAAF assistance over 3 years.

Results from start of TAAF:

Sales Change: -32%
Jobs Change: -9%
Productivity: -26%

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



*Active for 3 years with 2 years of follow-up

TAAF Usage: Partial

Status at Close: Company stabilized

Long-term: Continued productive operation

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

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