

Trade Adjustment Assistance for Firms (TAAF)

Aluminum Manufacturer

CHALLENGE

Competition from low cost producers in China, Russia, Canada, and Mexico



In the two years prior to starting TAAF:

Sales Change: -27%
Jobs Change: -8%

NWTAAC assisted company to prepare a petition for TAAF

Consolidation is occurring in many industries as production and distribution become more knowledge and capital intensive.

Referred to TAAF by:

NWTAAC Regional Outreach

SOLUTION

NWTAAC worked with management to document a strategy to focus on specialty products, quality, service and niche markets.

Investment NWTAAC secured approval for \$200,000 for outside expertise with the company matching at 50% (\$100,000). The company invested \$5 Million to fully implement the strategy.

Outside * Waste Water Study with CH2MHill

Expertise * Marketing Plan with EuroDev

* Other systems upgrades with ETI & Global Vision

RESULTS

TAAF focused on marketing, compliance, and various IT upgrades. While the company progressed, they were stifled by the recession during implementation. The firm employed \$64,510 of TAAF assistance over 7 years.

Results from start of TAAF:

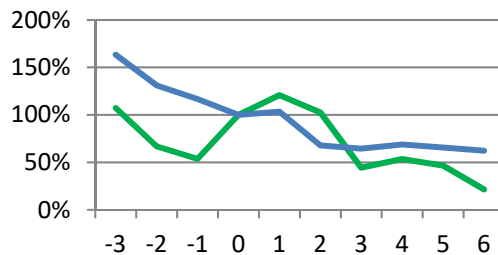
Sales Change: -79%
Jobs Change: -38%
Productivity: -65%

TAAF Usage: Partial

Status at Close: Company stabilized

Long-term: Company later acquired and remains in operation

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.



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Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington

