

Trade Adjustment Assistance for Firms (TAAF)

Medical Supplies Manufacturer

CHALLENGE

Competition based on lower costs from China and Mexico



In the two years prior to starting TAAF:

Sales Change: -26%
Jobs Change: -16%

NWTAAC assisted company to prepare a petition for TAAF

Even in industries known as moderate skill level / labor intensive, astute marketing can secure a market position

Referred to TAAF by:

Local Economic Dev. Office

SOLUTION

NWTAAC worked with management to document a strategy to shift to commercial and fund raising segments where quality and service advantages are more valued.

Investment NWTAAC secured approval for \$150,000 for outside expertise with the company matching at 50% (\$75,000). The company invested \$1,210,000 to fully implement the strategy.

Outside * Expertise * Marketing Implementation with One Accord Consulting

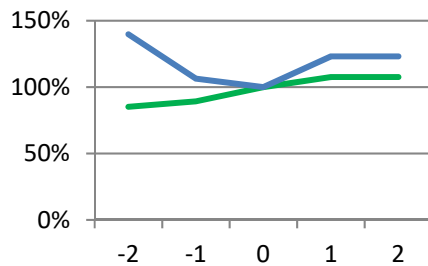
RESULTS

TAAF focused on the significant strategic change that the company had undertaken. The company grew rapidly and accepted an acquisition offer. The firm employed \$75,000 of TAAF assistance over 1 year.

Results from start of TAAF:

Sales Change: 8%
Jobs Change: 23%
Productivity: -13%

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



*Active for 1 year with 1 year of follow-up

TAAF Usage: Full
Status at Close: Company expanded
Long-term: Continued operation and growth with new owner

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

