

Trade Adjustment Assistance for Firms (TAAF)

## Door Manufacturer

### CHALLENGE

Competition from low cost producers in China and other countries

*In the two years prior to starting TAAF:*

**Sales Change:** -28%

**Jobs Change:** -16%

NWTAAC assisted company to prepare a petition for TAAF

Referred to TAAF by:

NWTAAC Regional Outreach



*The robust housing market of the early 2000's encouraged importers to enter the market; however, they remained after the market decline.*

### SOLUTION

NWTAAC worked with management to review and advise on a strategy to transition to customized and commercial market segments.

**Investment** NWTAAC secured approval for \$30,000 for outside expertise with the company matching at 25% (\$7,500). The company invested \$65,000 to fully implement the strategy.

**Outside \* Expertise** \* Website & Marketing Materials with Big Red Barn Design

### RESULTS

TAAF focused on marketing to support customization. The company recovered to approximately its pre-impact level of business. The firm employed \$13,680 of TAAF assistance over 5 years.

*Results from start of TAAF:*

**Sales Change:** 30%

**Jobs Change:** 6%

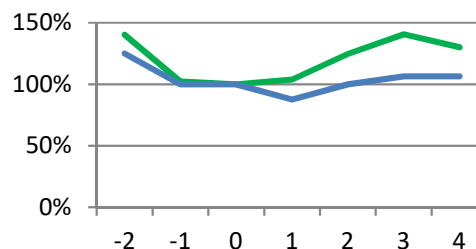
**Productivity:** +22%

**TAAF Usage:** Partial

**Status at Close:** Company recovered

**Long-term:** Continued operation

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



\*Active for 5 years with 0 years of ongoing 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.



## NorthwestTAAC

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## Trade Adjustment Assistance for Firms

Alaska, Idaho, Oregon, Washington



NWTAAC is a private, non-profit organization with over 35 years experience in the Pacific Northwest