

Ohio Manufacturing Company Finds Success Overseas

The running of a successful small business is a major undertaking, especially when trying to compete with huge corporations, which have a much easier time of allocating resources. Add to that doing business on an international level and it becomes much more difficult for a small business.

Fortunately for small businesses there are resources out there that are dedicated to their growth and prosperity. The International Trade Assistance Center (ITAC), a division of the Small Business Development Centers, is committed to providing assistance to small businesses that wish to do business internationally. Fredon Corporation is a prime example of the helpful and professional assistance the ITAC provides. Recently celebrating its 36th anniversary, Fredon offers complete manufacturing needs for their customers.



They serve clients in the aerospace, electronics, machinery and equipment, medical, nuclear and transportation industries. Fredon manufactures precision parts to their customer's specifications—each project is unique in material, size and quantity. They also work with customers and their engineers to produce prototype parts.



Faced with the challenge of having one of their largest customers move some of their operations from the US to the United Kingdom, they turned to the ITAC for help. Knowing that their US vendors would need to export manufactured components in order to retain business, the ITAC was able to provide a crash course in exporting. This allowed Fredon to assure the customer that there would be no change in the level of service they received.

Fredon was familiar with exporting terms, which helped in the negotiating of a new purchasing agreement. This skill along with help from ITAC allowed Fredon to acknowledge the additional terms incurred with international shipping and invoicing.

Since the ITAC was able to generally explain, as well as train the Fredon staff on the ins and outs of importing and exporting, Fredon was able to remain at their high level of manufacturing precision parts, as well as bring their products to the international market.

Due to the ITAC's invaluable service along with Fredon's own commitment to a team approach of customer service and satisfaction, and their ability to take a customer's difficult problem and view it as an opportunity to excel, Fredon continues to grow. In fact they have retained over \$500,000.00 in business from their customer that moved to the UK and gained new business opportunities from two of the customer's UK divisions.

While it remains difficult to grow relationships with buyers and customer contact internationally, technology is helping to fill that gap. Fredon is determined to consistently increase sales by adding additional Fortune 500



companies—both domestic and international—to its customer base. They will continue to meet and exceed the high standards set by their customers and maintain its reputation as a high quality American manufacturer.

Fredon Corporation
7911 Enterprise Drive
Mentor, Ohio 44060
Phone: 440.951.5200
www.fredon.com

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