RevAZ is Arizona’s Manufacturing Extension Partnership (MEP) Center created through a partnership between the Arizona Commerce Authority (ACA) and the National Institute of Standards and Technology (NIST) whose goal is to become the central resource for technical assistance and all things manufacturing for Arizona’s existing community of small and medium-sized manufacturers.

RevAZ offers products and services that match the needs of manufacturing companies in Arizona and provides focused, concrete advice, training and hands-on assistance in growing businesses and improving profitability.
AEROSPACE AND DEFENSE COMPANY DELIVERS TO OVER 12 COUNTRIES THROUGH EXPORTS

ABOUT WAMORE, INC. Headquartered in Phoenix, Arizona, Wamore, Inc. is an aerospace and defense engineering company that builds precision air-drop equipment for the U.S. Department of Defense. The company also operates in the commercial sector – including providing products and services for humanitarian airdrop operations.

THE CHALLENGE. Approximately four years ago, Wamore hired a Director of Business Development, who was tasked with the job of taking Wamore’s products global. At that point, Wamore was highly dependent on U.S. military sales and did not have a strategic plan for export sales.

MEP CENTER’S ROLE. Wamore enrolled in the Arizona Commerce Authority’s State Trade Expansion Program (AZSTEP) for small businesses looking to grow its export footprint. Along with its participation in AZSTEP, Wamore enrolled in the RevAZ ExporTech program.

Through ExporTech, Wamore developed a strategic and intentional export plan, identified target export markets, set out go-to-market initiatives to undertake, and defined export revenue goals. Three months after graduating from ExporTech, Wamore implemented their “go-to-market implementation plan.”

"When we enrolled in ExporTech, we had no idea how little we knew about global export. The expertise and level of instruction received during ExporTech was on par with any executive level course we have experienced. After graduating from ExporTech and working with RevAZ to implement our go-to-market plan, our future has never looked brighter.

We credit much of our success to the Arizona Commerce Authority, including the RevAZ ExporTech program. This program gave us the playbook and confidence to achieve our global goals. Anyone considering doing business outside the US will greatly benefit from this high-energy program."

-Vince Hearn, Director of Business Development

RESULTS

- Exporting to 12 countries in Europe, the Middle East, and the Asia Pacific region
- Around $3.5M in export sales in the past 12 months