

EXPANDING INTERNATIONAL SALES THROUGH EXPORTECH™

ABOUT RD INDUSTRIES, INC. RD Industries is a global leader in the design, production, and distribution of closed loop chemical containment and dispensing systems. Based in Omaha, Nebraska, this family-owned business with 80 employees is the only company in the industry offering a truly closed loop solution. These dispensing systems are beneficial to many industries for use in schools, hospitals, restaurants, hotels, agricultural operations, wineries, and more. Unlike its low-cost competitors, RD Industries is dedicated to producing high-quality and customized dispensing options for its customers.

THE CHALLENGE. RD Industries has grown considerably since the release of its first caps and safety closures in 1968. The company has traditionally targeted chemical manufacturers in the janitorial and sanitation markets. RD Industries differentiates itself through its quality offerings and customization; products are developed around the specifications of individual clients while also taking into consideration the unique scientific properties of the chemical (s) to be contained and/or dispensed. Although RD Industries is not new to exporting, the company has faced challenges in growing international sales. Obstacles include having to meet different regulatory requirements and certifications in foreign countries/regions, and competing against much larger companies that already have a global presence.

MEP CENTER'S ROLE. RD Industries heard about ExporTech™ through the State of Nebraska. After learning more through Nebraska MEP, a NIST MEP affiliate, the company decided to take advantage of the program. Over a three-month period, representatives from RD Industries attended sessions on the export process and various available services. The training participants networked with other manufacturers, met with a designated coach, and developed an export marketing plan unique to their goals and objectives. To vet the plan, they shared their work with a panel of experienced manufacturing exporters.

According to Raquel Kangas of RD Industries, ExporTech™ was a valuable planning tool, compelling staff to step back from their daily routines and give focused thought to the company's international expansion goals. ExporTech™ helped RD Industries to develop a process and formal strategy to grow sales into the mining, agriculture, winery, dairy, and oil industries, and to identify foreign markets for expansion. The plan is a living document that the company continues to rely on to increase sales, invest in new products, and create and retain jobs.

"The ExporTech program gave us the tools to focus on our international business development. I would recommend this program to anyone needing help exporting and/or looking to expand globally for the first time."

-Raquel Kangas, International Sales Manager

RESULTS



Increased international sales by **\$250,000** last year through entry into new markets



Invested **\$200,000** in product development and new molds



3 new/retained jobs

CONTACT US



University of Nebraska-Lincoln
3 Agricultural Communications
Building, 3625 East Campus
Loop South
Lincoln, NE 68583-0939



(402)472-5993



nemep.unl.edu

