

LAUNCHING INTO THE INTERNATIONAL AEROSPACE MARKET WITH EXPORTECH

ABOUT LIQUID MEASUREMENT SYSTEMS INC. Liquid Measurement Systems (LMS) was founded in 1989 with one big idea: to replace the metal tubes used in fuel probes for aircrafts with graphite composite—a lighter, more durable, and less corrosive material. The company used the highest manufacturing and quality standards to produce the new probes, eventually expanding into signal conditioners and fuel gauges. Now, LMS develops systems for a range of aircrafts, including the CRJ 100/200, MD-87, F-16, Chinook, Black Hawk, Apache, Comanche and Little Bird. Based in the city of Georgia, in Franklin County, Vermont, the company has around 25 employees and is certified to the AS9100:2009 and ISO9001:2008 quality management standards.

THE CHALLENGE. LMS wanted to expand its business overseas and become a bigger player in the international aerospace supply industry. Given the company's long relationship with Franklin County officials and the Vermont Manufacturing Extension Center (VMEC), a NIST MEP affiliate, LMS leaders knew they wanted to support a VMEC-based program. VMEC recommended the ExporTech program to LMS, providing an opportunity for the company to develop a business plan for export sales through a series of trainings and exercises.

MEP CENTER'S ROLE. Three members of the LMS leadership team attended the inaugural 12-week ExporTech program facilitated by VMEC. The program included an panel of experts who helped to explain export compliance laws and International Traffic in Arms Regulations (ITAR) requirements. The participants learned about intellectual property documentation and disclosure of IP matters in foreign negotiations. They also learned how to modify their technique regarding how they approach foreign clients. LMS gained insight into the complexities the international contracts and used the knowledge to make itself known in overseas aerospace markets, leading to new products and increased sales.

"ExporTech was time well spent for Liquid Measurement Systems. The course helps overcome the fear of confusion and reduces risks when it comes to taking the leap in international client negotiations."

-Jonathan Farnham, Chief Strategic Officer

RESULTS



\$200,000 in new/retained sales



\$500,000 in new products



Investment of \$300,000



Savings of \$25,000

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