

FOCUS ON INTERNATIONAL GROWTH INCREASES SALES TO INDIA

ABOUT ANALTECH INC. Miles Scientific, a brand of Analtech, Inc., is a longtime manufacturer of Thin Layer Chromatography (TLC) plates. Based in Newark, Delaware, the company offers the widest selection of TLC adsorbent layers, plate sizes, and options for TLC plates available anywhere in the world. Miles Scientific also offers a complete line of TLC apparatus and accessories and is known for introducing the world's first color HPLC columns. The company has around 16 employees and currently distributes products in over one hundred countries around the world.

THE CHALLENGE. Competitive technologies had started to capture a portion of the large volume chromatography market, impacting Miles Scientific's domestic market share. The company decided to focus on non-domestic markets to offset the reduction it experienced in the domestic market share.

MEP CENTER'S ROLE. Miles Scientific enrolled in the ExporTech program provided by Delaware MEP, a NIST MEP affiliate, along with its resource partners, including Global Delaware (Department of State), U.S. Export Assistance Center, World Trade Center-Delaware, and the Small Business Administration. ExporTech provided strategic coaching to help Miles Scientific develop an exporting plan to target sales improvements in India.

"Although my company had been exporting fairly successfully for 15-plus years, I found out very quickly from this program that I still had much to learn," said Miles Scientific owner and general manager, Steven Miles. "There were export regulations of which I was unaware and the experts teaching the program pointed out many opportunities that I was missing." The program increased Miles Scientific's sales in India by a significant margin, successfully offsetting the drop in domestic sales.

"The ExporTech program was one of the best I've ever been to regarding education and improvement in exporting. I highly recommend the ExporTech program to newcomers to exporting as well as seasoned veterans."

-Steven C. Miles, Owner & General Manager

RESULTS



Sales in India have grown
25%



Offset domestic sales volume

CONTACT US



400 Stanton-Christiana Rd.
Suite A-158
Newark, DE 19713



(302)283-3131



www.demep.org

