

EXPORTS DRIVE GROWTH, CREATE JOBS

ABOUT HYDRO-THERMAL CORP. Hydro-Thermal develops and manufactures hydroheaters used in a variety of industries to precisely and efficiently heat water and process fluids. Founded in 1932, the company operates a manufacturing campus on Pilot Court in Waukesha, Wisconsin, that consists of three buildings, two of which are dedicated to production. About 30 percent of Hydro-Thermal's business is in foreign markets, and the company recently grew to one hundred employees.

THE CHALLENGE. When Hydro-Thermal attended ExporTech for the first time in 2015, it wasn't as a newcomer to exporting. In fact, the company has been successfully shipping its products to foreign markets since 2000. "This is a classic case of a small manufacturer that had several awards for its exporting but came to ExporTech to broaden that knowledge and develop an export expansion plan with a wider engagement of the leadership team," shared Roxanne Baumann, director of global engagement for the Wisconsin Manufacturing Extension Partnership, part of the MEP National Network™.

MEP CENTER'S ROLE. The NIST MEP ExporTech program is designed to help manufacturers develop an export plan, and Hydro-Thermal's goal was to become as diversified as possible throughout the world. "Exporting allows us to grow and to diversify our economic efforts, so that when one country is doing poorly, we can rely on another. It provides overall stability," explained Hydro-Thermal president and CEO Jim Zaiser. "For our product, there is no reason it should stay just inside the United States," he added.

Hydroheaters can be applied in industries around the world, and exporting allows for crucial business diversification that often can soften the blow during a business downturn in a certain market. "When you've got a presence in four or five continents, it helps mellow the peaks and valleys in different economies and markets," said Gary Bymers, international sales manager at Hydro-Thermal. "China might be doing poorly at a given time but maybe South America has picked up that year."

Hydro-Thermal ramped up its exporting efforts through the ExporTech program, rapidly adding jobs to keep up with demand. Its exporting efforts were so successful that Hydro-Thermal tripled in size and received the Governor's Export Achievement Award in 2016.

"It is an ever-evolving challenge to cultivate growth internationally, and our staff consistently and enthusiastically welcomes the opportunity."

-Jim Zaiser, President and CEO

RESULTS



Received the **2016** Governor's Export Achievement Award



Added **70** jobs

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