

NORTH DAKOTA COMPANY REACHES NEW MARKETS THROUGH  
EXPORTTECH

**ABOUT PALMER BIT CO INC.** Palmer Bit Company (Palmer Bit) is a family-owned business in Williston, North Dakota, that provides quality drill bits and time-tested services to the drilling industry. Established in 1957, the eight-person company understands and appreciates the nature of the drilling industry, and delivers on the promise of customer service through 24-hour phone service, expedited production and shipping, and expert problem solving. Palmer Bit carries a large inventory in order to meet quick turnaround times because the company understands that time spent waiting for a bit is lost revenue for the driller. In 2008, Palmer Bit designed and developed the Diamond Devil PDC bit, and the company continues to be the vendor of choice for geothermal and water-well drillers.

**THE CHALLENGE.** Palmer Bit was experiencing a location-based problem. With competitors located closer to ports, the North Dakota company had to account for additional freight charges. Palmer Bit wanted to increase its exporting, obtain more contacts abroad, and find ways to lower freight costs to better compete in the industry. President Kevin Christensen reached out to Impact Dakota, part of the MEP National Network™, for assistance.

**MEP CENTER'S ROLE.** Impact Dakota recommended Christensen participate in an ExportTech program, a series of trainings and exercises designed to help manufacturers develop an strategic approach to export sales. According to Christensen, the value of the training will be felt for years. He said listening to Tony Richards, Impact Dakota President/CEO, as part of the training had the largest impact on him, and he gained a new perspective on the importance of business planning.

ExportTech linked Palmer Bit with the resources necessary to increase international sales and minimize freight costs. The company expects to benefit from ExportTech well into the future as it continues to expand internationally.

**"The knowledge and positive impact on Palmer Bit Company from Impact Dakota/ExportTech will be felt for years. I am looking forward to the opportunity to send my sons."**

-Kevin Christensen, President

## RESULTS



Gained **30%** savings in freight



Increased international sales by **12%**

## CONTACT US



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