

## PERFECT PARTNERSHIP BRINGS INTERNATIONAL SUCCESS

**ABOUT GEOTECH ENVIRONMENTAL EQUIPMENT, INC.** Originally formed in 1956 as a machine shop, Geotech Environmental Equipment is now a premiere environmental equipment manufacturer. Following the introduction of the Clean Water Act, Geotech founder Jerry Popiel recognized a critical gap in proper water-testing equipment. He decided to retool the organization to meet those emerging needs, and the company has since acquired several other sub-brands, including Leptron unmanned aerial systems. Geotech further expanded its product offerings during the Great Recession to offset the dip in sales, and now offers the largest line of equipment in the environmental field. In addition to its corporate headquarters in Denver, Geotech has service centers in six other states, as well as a European sales office in Barcelona, Spain, and a representative office in Beijing, China. The Denver plant has around 80 employees and is committed to environmental sustainability.

**THE CHALLENGE.** It is important for Geotech to be well-positioned to meet environmental needs around the globe. However, it would be virtually impossible for the company to sell directly to the consumer. The workload and logistic demands alone would completely overwhelm their capacity. Instead, Geotech seeks out strategically placed distributors who can represent the organization internationally. Manufacturer's Edge, part of the MEP National Network™, plays a key role in facilitating Geotech's international expansion.

**MEP CENTER'S ROLE.** A long-standing subrecipient agreement with the World Trade Center of Denver (WTC) enables Manufacturer's Edge to facilitate and provide a number of services related to international trade for Colorado companies. In this case, WTC conducted a massive market research and gap analysis that identified key locations and opportunities for Geotech.

The partnership between Manufacturer's Edge and WTC positioned Geotech to invest in new opportunities abroad, increasing sales and securing jobs in the company. In addition to reducing the cost of international expansion efforts for GeoTech, the collaboration served as an excellent model for the business, demonstrating Manufacturer's Edge's capacity to stretch beyond its own capabilities to meet the various needs of manufacturers throughout the state.

"As the Project Manager who is responsible for contract manufacturing, I have customers who come to me to manufacture their specific product. When I walk them through our facility I mention that Manufacturer's Edge is a tenant here and they can support all of your manufacturing needs. They are here to help manufacturers be successful in the state of Colorado. And they request an introduction. If they're selling more products, then I'm making more products for them. So, the relationship is symbiotic."

-Mickele Bragg, Product Manager

## RESULTS



\$750,000 in increased or retained sales



\$1,250,000 in new investment



\$300,000 in cost savings



14 new or retained jobs

## CONTACT US



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