

## TELIC GETS A FOOT UP ON THE COMPETITION

**ABOUT TELIC USA LLC.** Founded in 2011, Telic is a producer of innovative footwear that distributes to over 30 countries. The product is worn by devoted athletes seeking to recover after training and competition, and by healthy lifestyle consumers to rejuvenate from their daily activities. Telic Novalon® technology is engineered to offer supreme shock absorption and support for unparalleled comfort with maximum recovery benefits. Telic is allergen-free, latex-free, toxin-free and sweatshop-free.

Telic's heritage dates back over a century to co-founder Rocco Azzarito's grandfather, Francisco. The son of a shoe cobbler, Francisco followed his dreams from Italy to the United States where he enjoyed a 50-year career in the American footwear industry. His passion lives on at Telic today.

**THE CHALLENGE.** As sales of Telic's line of innovative footwear grew in the U.S. and overseas, management wanted to develop a more proactive approach to identify and develop their best export opportunities. TechHelp, a member of the MEP National Network™, and the Idaho District Export Council encouraged Telic to participate in Export Excellence, Idaho's ExporTech Program. The program would introduce Telic managers to Idaho's top export professionals and give the company resources and a methodology for rapidly accelerating exports.

**MEP CENTER'S ROLE.** Telic team members joined Export Excellence where they were paired with an Idaho District Export Council Coach from UPS and a Boise State International Business Student from Kyrgyzstan. Telic showed a strong commitment to the program by assembling a dream team that included Rocco and his top managers. Over the course of three months, the Telic team learned and put into practice a proactive and repeatable model for accelerating exports. Benefits realized by Telic included: learned and used research tools to identify profitable export opportunities; identified export obstacles in target markets; worked with Idaho export professionals to develop plans to overcome export obstacles; created a vetted and executable export plan for developing sales in top export markets; developed action steps to implement the export plan; and took steps to implement the plan and develop new export markets and sales.

"Export Excellence was instrumental in the growth and success of our international business. Through the program we were able to identify opportunities, find ways to limit our risk, and cultivate an action plan for entering new markets. Our export business has doubled in a very short period of time and continues to grow month after month. It is now the most profitable part of our business."

-Rocco Azzarito, Co-Founder & CEO

## RESULTS



Developed international partnerships in **38** countries around the world.



Invested time and resources in developing a proactive process for accelerating exports.



Top managers learned a replicable process for examining and developing export markets.



**375%** Increased Sales

## CONTACT US



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