

POWER TECHNOLOGY, INC EXPORTECH SUCCESS

ABOUT POWER TECHNOLOGY, INC. Power Technology, Inc. (PTI), is a leading laser manufacturer located in Little Rock, Arkansas. Since 1969, Power Technology, Inc. has been trusted by some of the most advanced companies in the world to design, manufacture and distribute advanced laser technology for the analytical, industrial, military defense and biomedical markets. The company has the unique ability to manufacture custom laser solutions for large-scale production as well as R&D projects, prototypes and contract manufacturing. Their modules are ideal for any number of OEM and research-based applications, including microscopy, display, spectroscopy, holography, laser-induced fluorescence, flow cytometry and high-resolution printing. From laser diodes to DPSS lasers to HeNe power supplies, Power Technology, Inc., is there to help build and utilize laser light sources for a wide variety of high-fidelity, analytical applications.

THE CHALLENGE. Power Technology, Inc. was a small laser manufacturer that only exported to a couple of companies. Leadership felt the company needed a purposeful, strategic plan to export their products to more countries, and, more importantly, to the right countries. For help they turned to AMS, part of the MEP National Network™.

MEP CENTER'S ROLE. Power Technology, Inc., attended the AMS ExporTech class and thrived on the content and the exporting execution plan developed. ExporTech™ is a program designed to accelerate export growth for small and mid-size manufacturers. The program combines group workshops with individual coaching for each company, leading to an export plan in just 10 weeks. The innovative, customized workshops help companies extract the specific information they need. Finally, the program builds connections to a team of export organizations that help participating companies go-to-market and implement their export growth plans. Since working with AMS, Power Technology, Inc., has since twice earned the Innovation & Impact in Manufacturing Exporter Award at the Arkansas Governor's Award for Excellence in Global Trade.

"ExporTech provided us a means to develop a practical and mature business plan that was peer-reviewed. This allowed us to fill any gaps in the plan."

-Walter Burgess, Co-CEO Sales & Engineering

RESULTS



40 jobs retained, 18 jobs created



\$400,000 in retained sales,
\$275,000 in new sales



\$400,000 in new investment



\$80,000 in cost savings

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