

Client Story

D.W. Haber & Son, Inc. **Bronx, New York**

Company Profile

D.W. Haber & Son is a fourth-generation family owned company that has been in business since 1902. A provider and assembler of hollowware for the hotel and banquet industry, the company focuses on patented products that include 100-year warranties for the high-end banquet needs for mid- and upscale chains and independent hoteliers.

With annual sales of \$10 million and 40 employees, the company's business was only 2-3% in exports, primarily from word-of-mouth and the Internet. Yet, Haber knew that its customer base offered a strong foundation to branch out internationally.

Finding the Myriad Details of Exporting In One Class

Vice President of Sales and Marketing Conrad Karbowniczak connected with the Harlem U.S. Export Assistance Center and ITAC, the Industrial + Technology Assistance Corporation and enrolled in their ExporTech class to develop a plan for Haber to expand quickly and efficiently into global markets.

ITAC is an affiliate of the NIST Manufacturing Extension Partnership. ExporTech is a joint program of the Manufacturing Extension Partnership and the U.S. Commercial Service's Export Assistance Centers (USEAC) that brings together small groups of companies with an interest in entering or expanding sales in international markets to develop customized international business development plans. The New York State Empire State Development Corporation provided funding to subsidize the companies' cost to participate and offered follow-on help gathering specific overseas country intelligence. The Levin Institute for Global Business hosted the program and provided faculty expertise.

For Karbowniczak, the class was quite beneficial. **“ExporTech provided the opportunity to learn how international business works, from infrastructure to shipping, legal to logistics, strategy and country knowledge. Without the class, it would have taken me an incredibly long time to learn and find all the critical information. In the process, it gave me an opportunity to take a more detailed look into the business and develop a plan for moving forward.”**

Measurable and Immeasurable Results



While Karbowniczak points out that he had to dedicate time and effort to achieve the best results from the class, he found it invaluable in finding resources, getting questions answered, and gathering critical information. "In addition, I gained confidence in my skills, the knowledge to get started, and the ability to set appropriate expectations."

Haber President David Haber credits ExporTech with revitalizing the company's international efforts: "Because of the economy, we were about to hunker down and cancel a trip to a Middle-East trade show. After ExporTech, not only did we go to the show, but we also decided to attend another Middle-East show and made good connections with local sales reps as a result. We continue to invest in expanding our global reach into additional foreign markets."

While sales in 2009 were down by 15%, Haber is doing far better than its competition, which is suffering 30-40% decreases. Karbowniczak attributes the more-than-doubling of its international sales to 7% for some of that leveling. "It took a recession for us to expand internationally. In fact, the U.S. downturn and ExporTech have given us the time and ability to explore new opportunities by utilizing our existing infrastructure and sales force in new ways."

