

CLIENT SUCCESS: CARMECO INCORPORATED

Missouri Enterprise

The ExporTech Program was very insightful and helped to grow Osagian Canoes to the next level.

John Carr,
Vice President of Manufacturing

Carmeco Incorporated Expands Canoe Sales with ExporTech Program

Carmeco Incorporated, founded in 1970, provides a wide range of metal fabrication services to its OEM (Original Equipment Manufacturer) customers. The company offers stamping, welding, painting and tooling to OEMs in the transportation, agriculture, housing and recreation sectors. Carmeco currently employs 60 people at its facility in Lebanon, Missouri.

Situation:

Carmeco's Osagian Canoe subsidiary has been making aluminum canoes for some 30 years and their canoes are acknowledged by outdoor enthusiasts for their unique design components and superior materials and workmanship. However, the traditional selling season for canoes has been during the summer months and sales declined substantially during the winter months.

Solution:

Carmeco executives participated in Missouri Enterprise's, a NIST MEP network affiliate, ExporTech program, a joint program of the U.S. Commercial Service's Export Assistance Centers (USAEAC) and the Manufacturing Extension Partnership. The program brings together small groups of companies with an interest in entering or expanding sales in international markets to develop customized international business development plans. Missouri Enterprise project managers served as mentors and coaches. As a result of the exporting plan that they developed, Carmeco's ExporTech team launched an exporting venture in Europe. They also realized that in South America the seasons are the opposite of those in North America and that there might be a market for their canoes in countries in the Southern Hemisphere. Carmeco is further developing their plans for South America. With the support of Missouri Enterprise, they are establishing a sales presence and a relationship with a distribution network in South America.

Results:

- Increased exports by \$50,000

Increased exports by \$50,000