

# CLIENT SUCCESS: PROLITEC INC.

## Wisconsin Manufacturing Extension Partnership

*We were very satisfied with ExporTech and would recommend it to other small and midsize manufacturers looking to expand in exporting.*

Roger Bensinger,  
Executive Vice President, Business  
Development and Marketing

### Success in Exporting

Prolitec is the world leader in the development and deployment of innovative technologies and solutions for aerobiology and indoor air quality. Its core business is the application of scent to generate an emotional response. Prolitec's advanced air treatment systems combine state-of-the-art chemistry with proprietary computer-controlled delivery systems to give clients flexibility in enhancing indoor air quality. Prolitec serves a growing number of clients in the US, Canada, Latin America, Europe and Middle East. Clients include retail stores, hotels and resorts, casinos, health care facilities, fitness centers, spas, and corporate offices. Prolitec is based in Milwaukee, WI, and has close to 50 employees.

#### Situation:

At first, Prolitec was reluctant to participate in ExporTech, a program of the Wisconsin Manufacturing Extension Partnership, a NIST MEP affiliate. The program is designed to help manufacturers develop a custom, action-ready export plan through three one-day sessions over three months. Prolitec balked at the required commitment time, since finding three full days to devote to anything seemed near impossible for the young, expanding company. After learning about certain incentives to firms taking part in the program, Prolitec decided to give ExporTech a chance.

#### Solution:

Prolitec was most impressed by the resources brought together at ExporTech, as non-competing manufacturers and a range of experts came together to help each other explore ideas and share solutions. Each session was new, fresh, and interactive, while following a logical progression. Every partner and speaker took care to present strong value to the group and much needed solutions. The guest experts shared their expertise without pitching their services, and the peer-to-peer success stories gave Prolitec leaders insight into real-world experiences. ExporTech helped Prolitec fast-track its international sales, allowing the company to take business to the next level. The participants walked away with great ideas and a holistic view of export manufacturing after many helpful discussions with experts in a range of fields. In addition, a panel of experts thoroughly reviewed and vetted Prolitec's export plan. Company leaders are enthusiastic about the results, claiming the program was well worth their time.

#### Results:

- Increased export sales by 60% six months
- Export sales doubled in 1 year and quadrupled in 2 years after ExporTech

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