

CLIENT SUCCESS: LOUROE ELECTRONICS

California Manufacturing Technology Consulting

CMTC's exporting services were critical to helping us increase sales. Their strategic guidance enabled us to significantly improve our exporting efforts and we anticipate continuous growth for years to come.

Richard Brent,
President

ExporTech Turns Trade Mission Into Trade Success

Louroe Electronics has maintained the highest quality standards in audio monitoring systems, microphones and base stations for more than 30 years. Its extensive audio technologies are used in numerous industries, including law enforcement, security, health care, entertainment, hospitality, retail, and surveillance. Based in Van Nuys, California, the company has 30 employees.

Situation:

After attending a Trade Mission with the U.S. Department of Commerce, Louroe set a goal to increase international sales by at least 20 percent. The Trade Mission provided information and connections that helped Louroe increase export sales to Mexico and the company wanted to identify other target countries, business partners, and overseas connections that could help facilitate growth. Louroe contacted the California Manufacturing Technology Center (CMTC), a NIST MEP affiliate, for assistance in developing a more robust export plan.

Solution:

CMTC recommended its ExporTech Program for Louroe, which helps manufacturers expand into global markets at an accelerated pace. Louroe managers participated in three intensive sessions in a 12-week timeframe. The first session covered exporting models and industry best practices, the second session focused on Louroe's export plan and timelines for exporting, and the third session included a panel of experts who evaluated the company's export plan.

Throughout the process, global trade experts provided specific market research assessments and distributor identification models and discussed intellectual property and regulatory issues, financial strategies and logistical information. ExporTech helped Louroe to refine targeting on specific markets for growth. By the end of the program, Louroe had an accelerated export plan complete with easy-to-use tools for entering new markets. With its new strategic focus, Louroe far exceeded its goal of increasing exporting sales by 20 percent. The company went on to receive an Export Achievement Award from the Los Angeles Chamber of Commerce.

Results:

- 46% increase in exporting sales
- 25% total gross revenue from international business, 10% increase
- 1200% increase in sales growth to Mexico

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