

every•day•trade

IT'S JUST THAT EASY!

In today's world, it is just that easy to go global. Many companies, big and small, have expanded to the international market and exported their products to countries around the world. These are just a few examples of the many American companies that have gone global.



BLACK DOT COFFEE of Seattle, WA, specializes in wholesale roasted and packaged Arabica coffee. While initially solely focusing on the domestic market—sales in the United States—Black Dot Coffee saw major potential in the international market. The U.S. Commercial Service Seattle office helped Black Dot Coffee wind its way through complex Russian regulations on importing coffee, and the company signed a contract with a major Russian buyer.

OLD MOTHER HUBBARD of Tewksbury, MA, was founded in 1926 and is a leader in the natural pet food industry. The company is known for its product quality and innovation. Until 2006, Old Mother Hubbard sold to only one international market: Canada. In order to take advantage of all export opportunities, Old Mother Hubbard went one step further and obtained market research from the U.S. Commercial Service to identify additional prospective markets. Singapore was one of the identified markets, so Old Mother Hubbard appointed a distributor there and now sells in that market.

DIPPIN' DOTS located in Paducah, KY, produces novelty ice cream products, including its "Ice Cream of the Future." Dippin' Dots is quickly expanding exports in Latin America, Asia and other regions.

UNITED TIRE, a manufacturer and supplier of Go-Kart tires, parts and accessories from Sevierville, TN, began as a small business focused on domestic production. The U.S. Commercial Service introduced United Tire representatives to a Peruvian buyer at the 2003 International Association of Amusement Parks and Attractions trade show, and they instantly and successfully began exporting products to both Peru and Colombia. This small company now depends on exports to stabilize its selling cycle, which, in the United States, is slow during the winter months.

