



*Economic Development*

# *Quarterly*

An official publication of the Volusia County Economic Development Division

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## ***Business Beyond Borders***

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- ***Volusia County's Foreign Trade Zone No. 198***
- ***Welcome to the World - Global Commerce***
- ***Local Manufacturing Company Highlights***

# Business Beyond Borders

Helga van Eckert, Director  
Volusia County Economic Development



**B**ig or small, one-of-a-kind or scalable, successful businesses are continuously being assessed by their management to improve immediate and long-term operations and efficiencies. Whether the goal is to expand, maintain market share or increase market resiliency, there are three core strategies.

The most common strategy is to focus on increasing sales of existing products or services. Lowering prices or increasing promotional activities are examples these market penetration tactics. Alternatively, we saw many local examples during the COVID-19 pandemic of market diversification, where businesses developed new products and services to respond to demand and maintain profitability. Finally, rather than offering new promotions or new products, tapping into a new marketplace can be extremely effective. A market expansion increases sales of by finding new clientele. Examples include expanding a retail market to include commercial contracts and expanding from domestic to international markets.

Did you know that 96% of the world's customers reside outside the United States, but only 1% of U.S. companies are currently involved in exporting? As a lower-cost, lower-risk way to enter the global market, exporting can be a practical strategy.

This edition of the *Economic Development Quarterly* focuses on exporting and importing. As you read the articles that follow, you may be surprised to learn who in Volusia County is already exporting products internationally. From zany amusement park games to life-saving medical research equipment, these exporters are benefiting from the global demand.

*Helga*

## ***Did You Know?***

***96% of the world's customers reside outside of the U.S., but only 1% of U.S. companies are involved in exporting.***

***International trade helps small businesses access new markets and consumers.***

# Foreign-Trade Zone (FTZ) No. 198

*User-friendly Resources that Favor Your Import or Export Business*

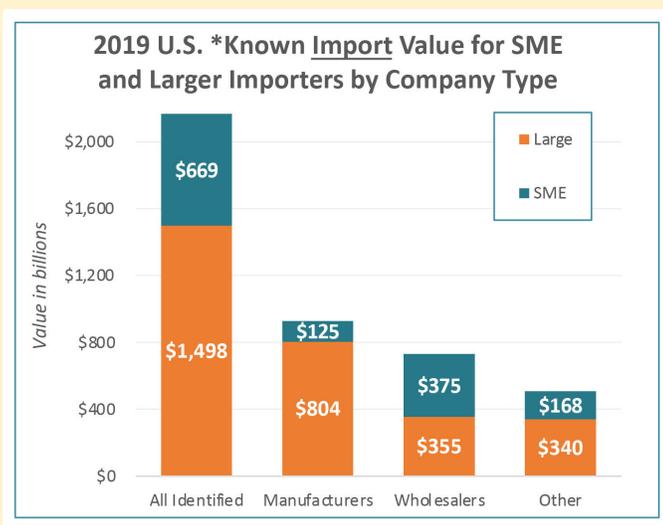


Exports are a central part of America's economic growth. According to the Small Business Administration (SBA), 97% of all exporters are small businesses and more than two-thirds of exporters have fewer than 20 employees.

Every day more small businesses are joining mega-companies by entering into the global market, buying offshore suppliers, and selling products directly to customers in export territories and marketing them through local distributors. Those who are engaged in global commerce know the added complexity and cost can make it difficult to compete.

## Did You Know?

**SMEs accounted for \$669 billion or 31% of the 2019 \*known IMPORT value for the U.S.**



**Note:** SME is small- and medium-sized enterprises.

**Sources:** U.S. Census Bureau, Office of Trade and Economic Analysis, Industry and Analysis, International Trade Administration of US Department of Commerce, Small Business Administration (SBA)

\*The U.S. Census report, where some of these statistics are derived, provides information on identified U.S. companies and their known export or import value. Identified companies are enterprise-level companies that were successfully linked from the 2019 Census Business Register to import or export transaction records. The known export or import value is the dollar-value of export or import transactions linked to these identified companies.

Inclusion in Volusia County's Foreign Trade Zone No. 198 (FTZ) can help your company be more competitive in the international marketplace. Now, thanks to approval of a framework change, Volusia County's FTZ is more user friendly.

In 2017, county officials applied to the National FTZ Board for a reclassification of FTZ No. 198 from a Traditional Site Framework (TSF) to an Alternative Site Framework (ASF). This means manufacturers can establish themselves as a usage-driven site allowing the company to operate under FTZ status while remaining physically located outside of the general purpose zone within 60 miles of the designated port of entry and still take advantage of the variety of benefits including:

- **Duty Deferral** – When merchandise is in an FTZ, customs duties and federal excise taxes may be deferred until the goods exit the FTZ and enter the territory of U.S. Customs. There are no time limits for how long merchandise can remain in the FTZ, giving businesses flexibility in paying the required taxes and duties.
- **Duty Exemption** – Goods destroyed within the FTZ are exempt from duties and quota charges on re-exports, so companies with fragile merchandise or processes that generate significant amounts of scrap can benefit from using a FTZ.

- **Duty Reduction** – Final products that are manufactured or otherwise processed in the FTZ may be subject to a lower duty rate than it would have in its original condition. Labor, overhead and profit from FTZ production are also exempt from duty charges.

- **Merchandise Processing Fee (MPF) Reduction** – Companies pay an MPF on goods entering U.S. Customs territory. FTZ users may submit a single entry for all merchandise shipped from the zone within a seven-day period instead of submitting a single file for each individual shipment, helping reduce costs. Streamlining entry filings can also result in reduced brokerage fees.

- **Quota Avoidance** – Imports subject to quotas can be held in an FTZ if the quota for that item has already been reached for the given year, allowing zone users to admit the merchandise once the new quota year begins. FTZ users may also be able to alter or manipulate the merchandise into a category that is not subject to the same quotas as the original product.

- **Additional Benefits** – Streamlined logistics in FTZs can lead to enhanced inventory control, stronger security and improved compliance with Customs and Border Protection requirements and translate into lower insurance and transportation costs for U.S. companies.

A variety of activities can be conducted at a usage-driven site, including assembling, labeling, storing and preparation for distribution. So, companies that manufacture products that heavily utilize imported components may find the FTZ program a viable option to reduce costs and be more competitive in the market.

For more information on Volusia County Foreign Trade Zone No. 198, contact Volusia County Economic Development Business Specialist Katrina Friel at [kfriel@volusia.org](mailto:kfriel@volusia.org) or 386-248-8048 or visit [www.floridabusiness.org/business-resources/ftz.stml](http://www.floridabusiness.org/business-resources/ftz.stml).

## Did You Know?

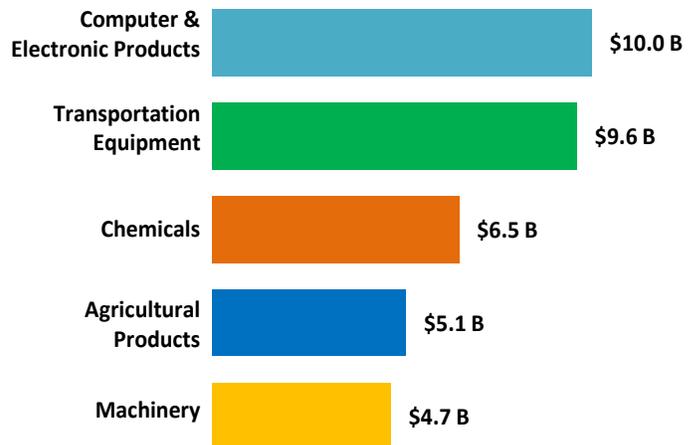
**97% of all exporters are small businesses.**

*More than two-thirds of small- and medium-sized enterprise exporters have fewer than 20 employees.*



*Foreign Trade Zones are established under the authority of the International Trade Administration of the United States Department of Commerce.*

### 2020 Florida Top Five Goods Import Sectors



**Sources:** U.S. Census Bureau, Office of Trade and Economic Analysis, Industry and Analysis, International Trade Administration of US Department of Commerce

# Welcome to the World –

*Volusia County Taps Into  
Global Commerce*



*Under a memorandum of understanding, JAXPORT, Florida's largest container port, and Volusia County work together to attract new distribution, manufacturing and related facilities to Volusia County while promoting the logistics benefits of moving cargo bound for Central Florida and internationally through JAXPORT.*



The world's economy is driven by the movement of goods, and Volusia County just got a front row seat at one of the nation's fastest growing deep water ports. A newly forged memorandum of understanding with the Jacksonville Port Authority (JAXPORT), a leader in tonnage of imports and exports, establishes a working relationship to promote each other's geographical and business advantages.

According to Volusia County Economic Development officials, JAXPORT and Volusia County will work together to attract new distribution, manufacturing and related facilities to Volusia County while promoting the logistics benefits of moving cargo bound for Central Florida and internationally through JAXPORT. This will result in the creation of high-wage jobs.

**In 2019, the Deltona-Daytona-Ormond  
Beach MSA ranked 256 out of 386  
MSAs in the U.S. for exports.**

"This agreement underscores the fact that we are all interconnected and must work together to maximize business opportunities and job growth," said Volusia County Manager George Recktenwald. "This has the potential to deliver positive economic impact

Florida Metropolitan Statistical Area (MSA) Rankings		
Rank	Area (MSA)	2019 Exports
1	Miami-Fort Lauderdale-West Palm Beach	\$35,498,859,705
2	Tampa-St. Petersburg-Clearwater	\$6,219,724,975
3	Orlando-Kissimmee-Sanford	\$3,363,904,786
4	Jacksonville	\$2,975,478,834
5	Palm Bay-Melbourne-Titusville	\$1,397,055,172
6	Lakeland-Winter Haven	\$1,141,541,708
7	Pensacola-Ferry Pass-Brent	\$987,131,503
8	Cape Coral-Fort Myers	\$694,873,048
9	North Port-Sarasota-Bradenton	\$663,754,216
10	Gainesville	\$297,199,653
<b>11</b>	<b>Deltona-Daytona Beach-Ormond Beach</b>	<b>\$294,880,262</b>
12	Port St. Lucie	\$251,188,911
13	Naples-Immokalee-Marco Island	\$220,988,422
14	Tallahassee	\$219,695,001
15	Sebastian-Vero Beach	\$147,697,541
16	Panama City-Lynn Haven-Panama City Beach	\$138,936,043
17	Ocala	\$125,796,062
18	Crestview-Fort Walton Beach-Destin	\$92,501,406
19	The Villages	\$31,077,520
20	Punta Gorda	\$25,676,292
21	Homosassa Springs	\$16,848,705
22	Sebring	\$12,027,732

**Sources:** U.S. Census Bureau, Office of Trade and Economic Analysis, Industry and Analysis, International Trade Administration of US Department of Commerce

for Volusia County and JAXPORT, and we are proud to be a part of it.”

Volusia County Economic Development Director Helga van Eckert concurs. “This partnership will benefit Volusia County companies and can serve as a catalyst to expansion of those businesses into global markets. It also adds to our community’s allure among companies considering expansion or relocation to Volusia County.”

Actually, JAXPORT has been serving Volusia County companies for years, according to Jayne Fifer, president and CEO of the Volusia Manufacturers Association. “Participation in the global economy has become important to many of our manufacturers in recent years. International trade opens up critically important markets for many of our members.”

JAXPORT is Florida’s largest container port, one of the nation’s top vehicle-handling ports and a major United States port for the import and export of bulk, breakbulk and other cargoes. JAXPORT generates 138,000 jobs and \$31 billion in annual economic output for the region and the state. The facility is making major improvements including deepening its 13-mile shipping channel from the current 40-foot depth to 47 feet, widening parts of the channel and constructing two turning basins.

For more information on JAXPORT, visit [www.Jaxport.com](http://www.Jaxport.com).

# A World of Resources for Companies Seeking Global Markets



When it comes to global trade, the devil is in the details. Fortunately, there are public and private resources to assist and advise your company on how to navigate the complexities of moving your product internationally. Assistance can be broad-based for the general market, specific to your industry, or specific to the particular country you are interested in importing to or exporting from.

Private resources include the thousands of distributors, export management companies, sales agents, trading companies and wholesalers who will assist with general market and logistical assistance. For markets that are more complex, trade associations and/or

## 2020 Florida Top Goods Export Partners



Sources: U.S. Census Bureau, Bureau of Economic Analysis, International Trade Administration of US Department of Commerce

## Export Financing

Most U.S. banks view loans for exporters as risky. Export finance programs created by the Small Business Administration provide lenders with up to a 90% guarantee on export loans.

Learn more about counseling and funding at:  
[www.sba.gov/business-guide/grow-your-business/export-products](http://www.sba.gov/business-guide/grow-your-business/export-products)

public sector entities can provide introductions to professionals you can commission to assist and advise you.

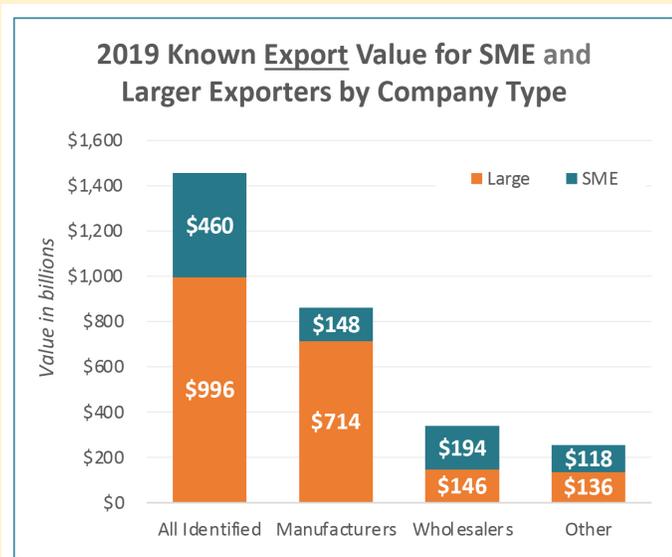
Through the Volusia County Business Retention and Expansion program, economic development professionals can assist and connect local businesses with state and federal resources designed to facilitate global trade. Programs vary from development of a marketing plan to connecting businesses with internationally located trade offices. For example, programs offered by Enterprise Florida include:

- The **Export Marketing Plan Assistance Program** is one of the most popular programs. Working with Florida's Small Business Development Corporation and the U.S. Commercial Service, businesses receive guidance on developing a customized international marketing plan.
- The **International Product Registration Grant Program** underwrites up to 50% of the registration fees required, up to \$10,000, to register products in the country to which a U.S. company would like to market products.
- The **Target Sector Trade Show Grant Program** is the most widely accessed support program. Through this program, qualifying companies receive 75% of the cost of trade show participation subsidized as well as up to 100% of the cost of the company's booth. This program is often combined with the **Gold Key Match Maker Grant Program**, which offers up to 100% of the cost of setting up pre-scheduled appointments with qualified prospects at the events.
- Another highly valuable service is the **Global-Website Localization Grant Program**. This program can fund up to \$8,000 of the cost to "localize" the website of a U.S. company to the language, culture and technology of another country.

These are just a few of the many programs available to local businesses. For more information on these and other resources, contact Volusia County Economic Development at 386-248-8048 or email [VCED@volusia.org](mailto:VCED@volusia.org).

## Did You Know?

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# Thompson Pump –

*Locally Grown, Globally Respected*



*Long after Hurricane Maria decimated Puerto Rico, Thompson Pump and its workers remained on the island helping citizens recover from the aftermath of the worst storm in the country's history. Thompson Pump's tireless efforts helped save an entire community from a potentially catastrophic flood and provided safe drinking water to more than 200,000 citizens.*



A common denominator among many job sites is the distinctive blue pump designed and built by Thompson Pump and Manufacturing. The company has shared its expertise on many projects around the world, including cleaning up oil spills in Alaska and the Gulf of Mexico, dewatering a construction site for a nuclear power plant in Georgia, widening the Panama Canal, raising a submarine in the Atlantic, moving an east coast lighthouse, fighting western fires, controlling floods in the Midwest, handling an irrigation project in Africa, and dealing with a tragic disaster in New York.

The company – headquartered in Port Orange, Florida – is widely recognized for its proficiency and high-quality, heavy duty pumps and related equipment. For over 50 years Thompson Pump products have supported public works, construction, agriculture, mining, waste water management and more. It also offers engineering services along with pump and dewatering education and training through its Pumpology® courses.

The company was founded in 1970 as a pump manufacturing facility and has grown to employ more than 100 workers. In addition to building its manufacturing business, it also developed a substantial rental business, with 20 rental locations throughout the Southeast and beyond. In 2019, the company sold its rental business to United Rentals so it could focus entirely on manufacturing.

Thompson Pump and Manufacturing has been active in international commerce since the 1970s, occasionally importing components for its products. Since the company began exporting its products in the 1980s, it has sent pumps to more than 60 countries.

“In addition to our domestic business, we have sent pumps to Europe, Asia, Australia, South America and Africa,” said Chris Thompson, president of Thompson Pump and Manufacturing.

Exports account for between 5% and 25% of the company's volume depending on client needs, financial markets and global factors.



An aerial view shows Thompson's solution, a pumping set up of ten 18-inch dry-prime Thompson Pumps.



Residents gather around one of 30 pumps that were purchased for an agricultural improvement project to bring water to a remote village in Africa.

Entering and growing sales in international markets is a process, not an overnight event. New relationships, procedures and even product designs may need to be developed to be successful. Exports often involve consultation with freight forwarders or logistics companies, according to Thompson.

"Depending on a shipment's destination, we often ship through ports such as JAXPORT in Jacksonville, Savannah, Everglades, Charleston and Miami," Thompson said. "Most of our pumps can be crated for shipping in high-cube containers at deep water ports."

To help grow its international presence, Thompson Pump conferred with local and state economic development organizations.

"They have been helpful in making us aware of programs designed to provide assistance in marketing and sales, such as **Enterprise Florida's Target Sector Trade Show Grant Program** and its **Gold Key Match Maker Grant Program**," said Thompson.

For example, Enterprise Florida made it possible for Thompson Pump to participate in Bauma China, the world's leading construction machinery trade show, by providing grant funds to help cover booth space costs of \$30,000. Being at the event generated 70 leads for Thompson Pump's distributor in China and led to a follow-up meeting with a new Australian distributor.

Trade show grants also enabled the company to participate in two editions of the Perumin Exhibition, the most important mining event in Peru, as well as Orbitec and ConExpo Latin America. The Perumin Exhibition provided great brand exposure in the growing South American market and offered direct access to mining company decision makers who would typically be very difficult to reach.

Enterprise Florida's **Gold Key Match Maker Grant Program** also benefited Thompson Pump. It was on a trip to Chile, made possible by this program, that a relationship was formed with Simma Rents. This was particularly valuable since it helped the company at a time when the American economy was in recession and finances were tight.

"The information and grants we receive from economic development and other community partners has been helpful and is always appreciated," said Thompson. "But let me also say how much I appreciate the contribution of our local supplier network. So much of what we need is available right here through companies we know, trust and have been working with for many years. Machining, welding, fabrication, enclosures – these and other items made to our specifications are available from companies that are our neighbors. Their support has definitely been a part of our international success."

For more information about Thompson Pump, visit [www.ThompsonPump.com](http://www.ThompsonPump.com).

For more information about the Target Sector Trade Show Grant Program and Gold Key Match Maker Grant Program, read *A World of Resources for Companies Seeking Global Markets* on page 7.

# Germfree Laboratories –

*Life Science Facilities & Equipment Where Needed*



*Germfree manufactures mobile and podular facilities that enable disease research, pharmacy compounding and biopharma production. Equipment pictured in this podular facility is used to maintain a clean air environment around the products, and a laminar flow hood bathes the product with HEPA-filtered air to protect it from contaminants.*



Imagine a virus threatening the entire planet and a small group of engineers and scientists trying to contain it with the rapid deployment of high-tech products. It sounds like an intense Hollywood movie script, but that scenario has become just a day in the life of Germfree Laboratories, Inc.

Germfree Laboratories, Inc., founded in Miami in 1962, is a specialty equipment manufacturer serving healthcare, bio-containment and biopharmaceutical markets. The company moved to Ormond Beach, Florida, 20 years ago for quality-of-life reasons. Today its highly skilled workforce occupies a 175,000-square-foot, air-conditioned complex in Ormond Beach, along with a service office in Singapore and a manufacturing partner in Ireland to better serve the global Life Sciences Industry.

To say its work has never been more important would be an understatement. The company engineers and manufactures products that support vital medical research and health care delivery, and its products have literally been on the front lines during the COVID-19 battle. Among its products:

- Podular biocontainment cleanrooms

- Mobile biocontainment cleanrooms
- Biological safety cabinets (Class II and III)
- Laminar flow hoods
- AirV2 commercial air filtration systems
- Custom biocontainment and cleanroom equipment

These and many other Germfree products are used in hospitals, pharmacies, laboratories, pharmaceutical production and military outposts that could be located anywhere in the world.

“We started out just serving domestic clients, but today we sell our products globally,” said Chief Executive Officer Kevin Kyle. “Our international business varies depending on public health needs, global factors and market fluctuation, but exports can represent as much as 70% of our sales volume in a given year. Our customers are global institutions and companies working on global issues. Accordingly, Germfree is a global enterprise and our people tend to have a lot of stamps in their passports.”

When asked how Germfree developed its global reputation, Kyle said: “We are an expert-to-expert business. We work with many of the world’s leading infectious disease and pharmaceutical development experts on the research, development and manufacturing of cures. Partners and customers alike know we care about their needs and the health of those benefiting from work done using Germfree equipment and labs. Our products are operational in remote corners of the world and contribute to solving complex threats to global health.”

For example, the laboratory that first isolated the coronavirus to get the genetic material out to the world for vaccine development is a Germfree lab built locally and installed in Singapore. And one of the high-profile antibody treatments in the fight to contain the COVID-19 virus was developed in one of Germfree’s cleanroom trailers last year.

Quality control and certification are central to the Germfree culture. The company’s products are certified by such entities as National Sanitation Foundation (NSF), Underwriters Laboratories (UL) and Controlled Environment Testing Association (CETA) certifiers for laboratories installed globally.

“Germfree has done a brilliant job serving both advanced as well as lesser-developed nations that have a need for our products,” said Kyle.



*Pictured is a freshly installed podular biopharma facility. Designed for user-specified process flows, this podular space consists of multiple Germfree PODs placed together and bio-sealed. This allows for rapid time-to-market and expansion capabilities for clients..*



*Germfree’s mobile facilities offer full-laboratory capability with the unique benefits of rapid deployment. Labs can be moved quickly to meet changing needs during crises, facility renovations, or to meet surge capacity needs.*

Wherever its products are put into service, Germfree handles all training with its own personnel, backed by its service team.

To get its products where they need to be, Germfree works with ground transporters, freight forwarders, deep water ports such as JAXPORT in Jacksonville and the Port of Miami.

“For this reason, it’s great to be located on the eastern seaboard,” said Kyle.

As a manufacturer of some pretty large products, Germfree employs crating and shipping services to ensure proper packaging and protection from the elements to ensure successful

end-to-end delivery. The company also anticipates shipping and handling logistics beginning with the design of its products. Germfree clients decide where its products are to be received and put into service, with some destinations and service locations being more challenging than others.

Global health is a mission, according to Kyle. “But with ever-increasing expertise and a talented team, we are proud to be a partner to our clients for research, disease surveillance and global health security.”

For more information about Germfree Laboratories, Inc., visit [www.Germfree.com](http://www.Germfree.com).



*Germfree specializes in the fabrication of critical Class III gloveboxes for biocontainment and research all around the world. The device pictured is a custom unit, specifically designed for the end user’s application and requirements—the unit features many additional gloveports for access to the extra large containment space.*

# International Fun and Games

Courtesy of Bob's Space Racers



Bob's Space Racers has a major presence at key industry trade shows such as IAAPA, the International Association of Amusement Parks and Attractions, held in Orlando.

Back in 1970, Bob Cassata built a game trailer for himself. It pitted 20 rockets against each other in a space race to the moon, with a shiny yellow sphere atop the contraption. Friends saw it. They liked it. They wanted to buy one. So Bob made more and pretty soon he was "in business." The name of the company? Bob's Space Racers.



The first space racer launched a company and changed an industry!

Today, Bob's Space Racers serves customers across the nation and around the world, all from its plant, on Whac-a-Mole Way in Holly Hill, Florida.

Yes, Bob's Space Racers is the originator of Whac-a-Mole, a game you will find on the midways of practically every carnival and fair in the country and beyond. The company produces and ships the popular game all over the world. But there is so much more to the story.

"We're one of the only manufacturers of amusement equipment that handles all segments of the industry," said Jack Cook, president of Bob's Space Racers. "That includes

arcades like Chuck E. Cheese, entertainment centers like Dave and Busters, amusement parks, carnivals, trailers, home editions of games, and more.”

The company operates from its 100,000-square-foot Holly Hill headquarters with a workforce that can vary, but currently stands at 55. Its products are in 120 countries. Clearly, exporting has been an acquired skill for the Whac-a-Mole folks.

“We’ve been exporting for about 35 years,” said Cook. “We had to buy a Telex machine, which was state-of-the-art at the time, and learn what letters of credit were and how they work. We then learned that every country has different rules for crating and shipping for the entire process of accepting goods into their country. It has been an education.”



*The Bob's Space Racers team designs and produces some of the amusement industry's most popular games, including the legendary Whac-A-Mole.*

As for the complexities of shipping, Bob's Space Racers just had to develop the skills to get products to their global buyers. For example, based on destination and seasonal freight rates, products may ship through ports in Jacksonville, Savannah or Miami. In other cases, products were trucked across the country and shipped from Los Angeles. Sometimes the customer handles the shipping. Sometimes freight forwarders are involved. But no matter how the products are shipped, duty, shipping and product laws must be honored.

For example, some countries require that shipping crates be constructed of certified pressure-treated wood to ensure no invasive organisms are present. Others require shipping containers be fumigated and certified as such. Some have complex laws governing stuffed toys, including restrictions or prohibition of some materials used to create them. Some countries slap major

tariffs on imports – up to 100%, and others have none. You just need to do your homework so all parties are satisfied when the product is delivered.

But still, demand for Bob’s Space Racers products makes it all worthwhile.

“It’s a colorful, fun business, but like any other business, there are challenges to overcome and standards of quality, service and efficiency to be maintained,” said Cook.

And exports are a significant contributor to the company’s sales volume, sometimes exceeding 50%.

51 years after founding Bob’s Space Racers, Bob and Joyce Cassata still own the business, and it’s been a great ride.

These days, the company is back to manufacturing games as amusement businesses are regaining their footing. The world is ready for a little fun, and Bob’s Space Racers is seeing to it that they have some.

For more information about Bob’s Space Racers, visit [www.BobsSpaceRacers.com](http://www.BobsSpaceRacers.com).



*Bob's Space Racers manufactures many varieties of Whac-A-Mole including customization for corporate clients.*



*City and company officials gather to celebrate the naming of Whac-A-Mole Way in Holly Hill.*



*Whac-A-Mole remains a favorite game at amusements, theme parks, conventions and more.*



# ***Intellitec Accesses Global Markets with Strategic Partners***



Intellitec Products designs and manufactures electrical controls and monitoring systems for recreational vehicle, ambulance, truck, bus, specialty vehicle and marine markets. And they've been providing vehicle and vessel manufacturers, integrators and owners with these reliable power management solutions for over 40 years.

The company was formed in 1976. Formerly owned by Brunswick, a General Dynamics company, Intellitec Products was acquired by NSI Group of Michigan in 2004. It occupies a 34,000-square-foot facility in DeLand, Florida, that houses its manufacturing operations and global headquarters. In addition to being Apple and Android Registered Developers and an Apple MFi Certified Manufacturer, the company is ISO 9001:2015 Certified. The company employs 30 people.

Products deal with battery management, motor and lighting controls, and multiplexing systems. The company also offers contract manufacturing, a business segment that is growing rapidly, particularly on contracts of low- to mid-volume where some engineering support is required. Its contract manufacturing services include printed circuit boards, electrical harnesses, control boxes and more. Intellitec Products – and its Original Equipment Manufacturer (OEM) customers – sell these and other products both internationally and domestically.

While the company's domestic sales represent approximately 80 to 85% of its volume, it also serves clients in Western Europe, Central South America, Asia and the Middle East. It has a UK partner, a systems integrator that incorporates Intellitec products into systems for its own customers.

How is the company building its international business? They start by networking with targeted customers, current partners and suppliers of complementary products. They also look for manufacturers of complementary products who will enter reciprocal partnerships where both companies will market and support each other's products and services. Other means include advertising in trade magazines, expanding its websites and participating in trade shows that have international participation. All of these generate domestic and international leads. Because Intellitec has built a strong market presence in the specialty vehicle market, potential international partners often reach out to them.

The company sees international growth potential in developing partners with strong application knowledge and technical capabilities. Its long-time partner in the UK is a model for this. It adds both an engineering group and field technical support to Intellitec's international presence, and it brings assembly and system integration capabilities.

"It's a good partnership - in fact, our strategic plan calls for adding systems integrators in other parts of the world who will find applications for our products," said Ned Schiff, a partner in the company. "When we identify just the right partners, we can better serve global markets for specialty vehicles including busses, ambulances, pet grooming vehicles, mobile offices, bloodmobiles, etc."

Getting its products to markets across the nation and around the world is not as challenging as it is for companies whose products are large. Still, there are challenges with rules and restrictions that vary from one country to the next. Intellitec relies heavily on its international partners to determine what the customer, regulatory and shipping needs are. Third party approval and qualification differ significantly among countries and industries. The partner takes the lead with Intellitec providing technical support from its DeLand HQ.

The fact that Intellitec is located in DeLand is an evolutionary tale. Originally purchased by Brunswick about 20 years ago, Brunswick moved manufacturing facilities to DeLand and kept engineering, management, marketing and sales in Illinois. When the company's current ownership purchased Intellitec in 2003, operations were consolidated and eventually relocated to DeLand.

Company officials are very pleased to be in Florida, and are especially pleased to be in DeLand. They appreciate Florida's pro-business posture and its cost-competitive environment for



*Battery Guard 1000 smart battery disconnect with CANbus communications, which senses low voltage, warns and disconnects to prevent damaging the battery.*



*This is the Flex module designed for the UK, Middle East and Australia. Available in 12 and 24 Volt the flex module takes in 24 inputs and provides 38 outputs and is used to control devices on ambulances, buses and fire trucks.*

manufacturing. They also are pleased with technical talent in the region. The company's proximity to the University of Central Florida (UCF) is convenient, and the university is a good source of interns. In fact, the company's Engineering Manager, Austin Ciambriello is a UCF Computer Engineering graduate who started as an intern and worked his way up to become engineering manager.

"The talent pool has improved significantly over the years, thanks to our schools, colleges and universities, including Embry-Riddle Aeronautical University, UCF and Daytona State College," Schiff said. "We also appreciate our close proximity to the Space Coast. When looking for software developers, it's great to have qualified candidates in the region."

All this contributes to the company's high sales volume. Its first quarter volume was double projected volume, and indications support strong projections for the rest of the year. The company plans to confer with local, state and federal support organizations as it continues to grow. It has also sharpened its focus on marketing with an integrated plan incorporating social media, blogs, LinkedIn and other platforms.

Schiff is bullish on the future, especially with the rapid evolution of technology, which is the company's marketing theme. "We celebrate technology as we continue to design, develop and manufacture engineered solutions to meet the current and future needs of global industry leaders. Our products are proudly made in the United States and available to customers worldwide."

For more information about Intellitec, visit <https://intellitec.com>.



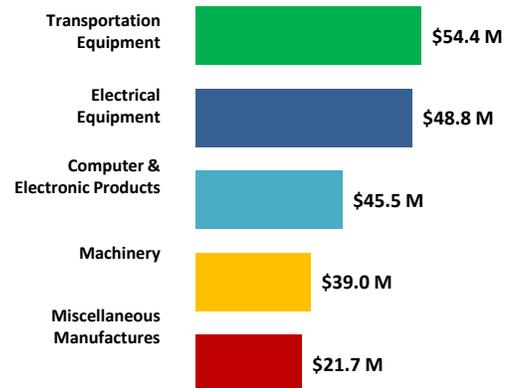
*Intellitec electronic manufacturing area.*



*Intellitec Products occupies a 34,000-square-foot facility in DeLand, site of its global headquarters and manufacturing operations.*

### 2019 Top Five Goods Export Sectors

in the Deltona-Daytona Beach-Ormond Beach MSA



**Sources:** U.S. Census Bureau, Office of Trade and Economic Analysis, Industry and Analysis, International Trade Administration of US Department of Commerce

# International Markets Spark Innovation

At ABB Installation Products

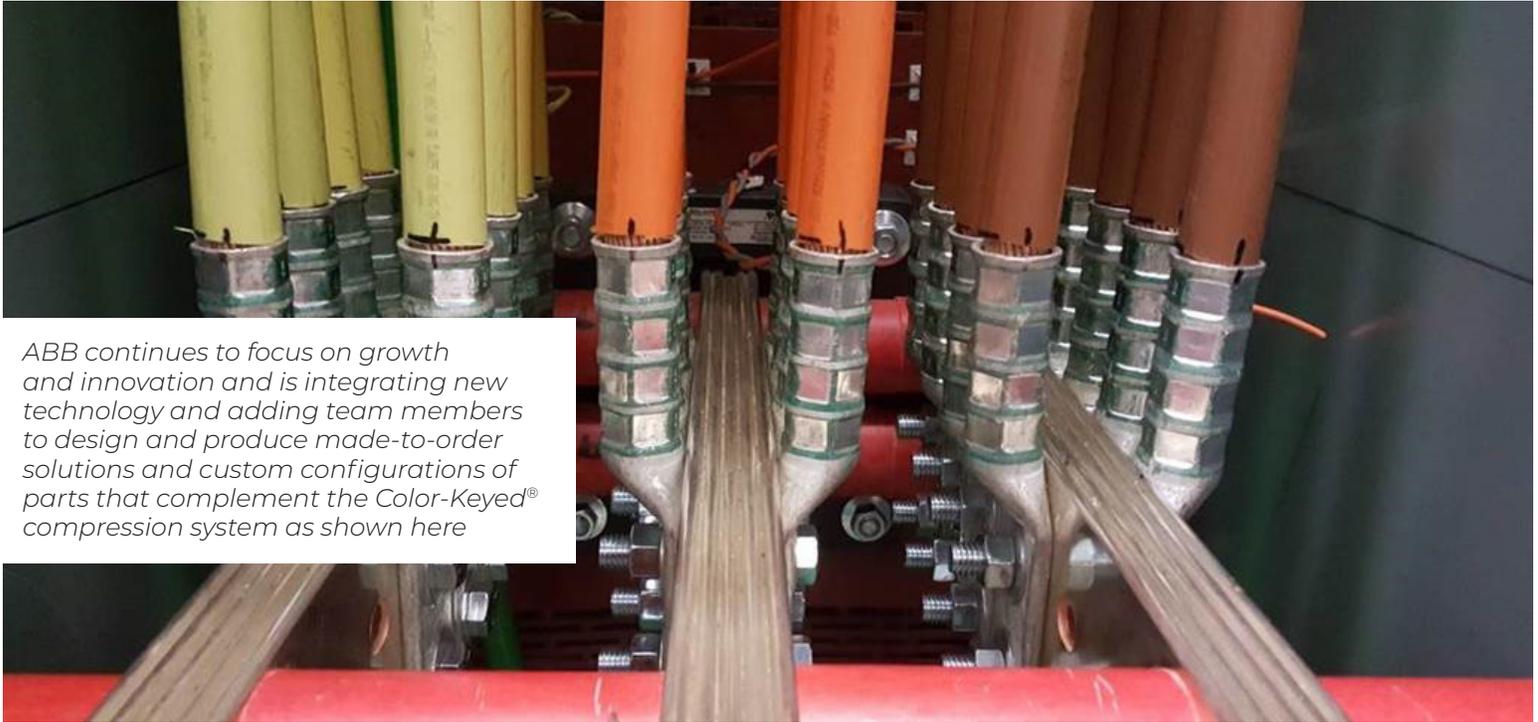


ABB continues to focus on growth and innovation and is integrating new technology and adding team members to design and produce made-to-order solutions and custom configurations of parts that complement the Color-Keyed® compression system as shown here

**ABB** Installation Products Division is a global leader in underground electric distribution connector systems. The company was formed in 1972 as Homac Manufacturing. Today it employs 300 people at its 185,000-square-foot Ormond Beach, Florida, facility.

ABB, parent company to ABB Installation Products Division, is a global technology company that has served customers in the electrical, technical and controls sectors for nearly 140 years.

It was founded in 1972). Its products have been exported to approximately 100 countries.

“Globally or domestically, wherever electricity is flowing, we’re there connecting, protecting and facilitating the distribution of electrical power,” said Rick Hall, ABB’s site manager.

The company’s Ormond Beach team is engaged in the design, manufacture and marketing of products used to manage electrical connection, protection and distribution of electrical power. This includes the design and manufacture of medium-voltage products under the Homac® brand name used by electric utilities in substations and underground power lines to



Celebrating 50 years in Ormond Beach next year, ABB Installation Products is a global leader in the design, manufacture and marketing of products used to manage the connection, protection and distribution of electrical power.

supply electricity to neighborhoods and businesses.

While most of its business is domestic, a portion of its volume is international. In fact, the company has been an exporter for at least 30 years.

“Exports give us access to potential new customers whose product needs differ from those of domestic customers,” said Hall. “This keeps us busy integrating new production lines and design technologies, primarily for made-to-order parts and components for use in the electrical industry.”

Many of ABB’s export shipments proceed through JAXPORT in Jacksonville and the Port of Miami. According to Hall, exporting has become much more streamlined in recent years. Helping to improve the process is the transition to electronic documentation required for exports, a major factor in reducing the errors and delays that could occur with manual preparation and handling.

ABB also benefits from shipping flexibility. Its products vary in size and may be packed in cartons or on pallets, enabling the company to transport in smaller containers or as part of a larger shipment.

As for its Ormond Beach location, company officials are pleased to be in Central Florida. It offers easy access to the state’s ports and close proximity to the intersection of Interstates 4 and 95, providing efficient access to ground transportation.

The ABB Installation Products Division in Ormond Beach continues to grow. The company is making a multimillion dollar facility investment this year and filling more than 25 new full-time positions to expand its production capabilities. The investment will enable the business to meet growing demand for electrical equipment and solutions. The integration of new design technology – and team members – is expected to be completed by the end of the third quarter 2021. This will help boost production of made-to-order solutions and custom configurations of certain parts to complement and extend the Color-Keyed® compression system line of ready-made products.

For more information about ABB and Homac®, visit <http://tnb.abb.com/pub/en/node/520>.

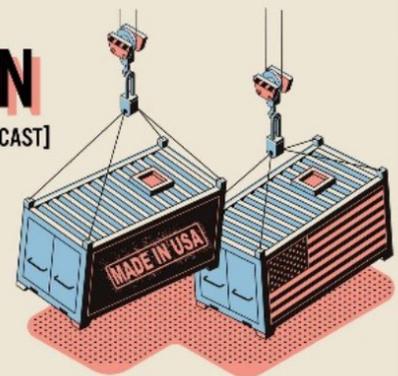
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