

Software / IT, Product Testing



Data and Communications Manufacturer

A leading manufacturer of custom, professional grade fiber optic and copper connectivity solutions in Jackson, Missouri.

The Challenge

One of the largest manufacturers of data and communication cables in the U.S. started receiving assistance from Mid-America TAAC in March 2012. Like many domestic manufacturers, this company was hit hard by import competition, especially from China. Chinese manufacturers began churning out cables of acceptable (but not great) quality for lower prices. The key, the owner felt, was rapid delivery, which is all but impossible for Chinese manufacturers.

The Solution

The firm was awarded \$75,000 in TAAC funding which they matched to total \$150,000 to implement the following

strategic projects:

- An upgrade to its development software to refine the company's IT systems
- Production equipment testing to advance the quality of the fiber optic
- Product line and reducing the labor cost of testing
- Production equipment testing of new product
- Product certification

Results Since Program Entry

Through leveraging TAAC funds, the company was able to invest its own money on new equipment, halting a decline in sales and helping the company create a new line of import-proof products. The company was able to increase their annual revenues by more than \$1 million from the time they entered and then completed the TAAC program.

MID-AMERICA TAAC



To take advantage of this TAAC funding opportunity, contact goBRANDgo!



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MISSION