

Small Business Development Center at UCF



Certified Slings & Supply



Certified Slings & Supply's Juan Lopez with International Trade Specialist, Nerine Elattar.

Certified Slings & Supply has a strong tradition of innovation and service led by the Worswick family since 1978. The company's current leadership is made up of dedicated second and third generation family members with a combined 67 years of experience in the rigging, overhead lifting, load securement, and contractor supplies industry. Certified Slings and Supply is headquartered in Casselberry, Florida, employs 95 full-time staff members and operates independent Rigging and Contractor Supply divisions located throughout Florida: West Palm Beach, Miami, Tampa, Ft. Myers, and Ocala. The core business of each branch is the distribution, sale and manufacture of a variety of marine, mining, industrial and general contractor supplies.

Juan Lopez, the International Sales Director for Certified Slings & Supply approached the Small Business Development Center at the University of Central Florida (SBDC at UCF) with a goal of growing the company by increasing export sales. He had previously attended the Export 101: An Introduction to Exporting workshop in 2011 and heard about the Export Marketing Plan Services, a new program awarded through the State Trade and Export Promotion (STEP) grant by the U.S. Small Business Administration. It is offered in partnership with Enterprise Florida, Inc., and the U.S. Commercial Service to assist new-to-export manufacturers in developing their international growth strategy. SBDC at UCF's International Trade Specialist met with Mr. Lopez and Certified Slings' upper management in order to gather information and understand the company's short- and long-term international trade goals. A customized export marketing plan was crafted for the company that included industry and customer analyses along with recommended target markets, overseas trade opportunities and an action plan.

In addition to the plan, the company received a \$1,500 scholarship to be used towards a trade mission, trade show or standalone Gold Key Matching Service to connect the company with potential buyers overseas. Certified Slings & Supply will continue expanding in Central and South America and the Caribbean, and recently traveled to Trinidad and Tobago with the Export Sales Mission. As a result of this, the company expects an increase of \$120,000 in export sales over the next 24 months. The SBDC at UCF will continue to work closely with Certified Slings to assist in implementing the recommendations from the plan.

"If your company is thinking about exporting products or services abroad, the first thing you should do is meet with a member of the SBDC. No matter how large or small your company is, a UCF International Trade Specialist will be able to lay out a customized export marketing program personally designed for your company. It will be filled with data, statistics and facts targeting any region your company wishes to do business with. This is the best investment any company could make if looking for help with an international marketing program."

Juan Lopez
International Sales Director
Certified Slings & Supply

Helping Businesses Start, Grow and Succeed