

DIAMOND WIPES INTERNATIONAL No Longer a Diamond in the Rough Internationally



If you have ever used a disposable wet wipe after eating one too many hot wings at a restaurant, chances are you've used Diamond Wipes. Started in 1994 by Eve Yen, this female- and minority-owned business began as a two-person wipes supplier for small restaurants. It has grown into an impressive organization that now employs over 200 workers in a massive, solar-powered facility in the same city where it began.

Diamond Wipes produces both hot and cold disposable wet wipes with over 250 different formulations, and has grown to become one of the largest wet wipes manufacturers on the west coast.

By the end of 2012, Diamond Wipes was looking to increase sales and expand their growth. The company specifically wanted to pursue more international business opportunities. "We were already familiar with exporting because we have clients in Mexico and Canada," said Eve Yen, Founder and President. "However, we realized we could increase sales by targeting more countries and their consumers."

While this previous experience was beneficial, Diamond Wipes was still looking for additional strategic guidance for exporting to new markets. Their goal was to find more information about potential business partners, curate connections with contacts abroad and learn more about the regulations and obstacles each new international market presented.

Diamond Wipes came to California Manufacturing Technology Consulting® (CMTC) with their goals and CMTC recommended that they enroll in the ExporTech™ program. The purpose of this program is to assist manufacturers with developing an accelerated and robust exporting strategy while also providing them with the best tools necessary to develop their plan.

ExporTech™ occurs through the course of three workshops across three months, along with individualized coaching for Diamond Wipes in between lessons. At each workshop, industry-leading experts provided exporting tips, case studies and proven methodologies. The discussions delved into the common challenges faced with exporting, such as financial payment strategies, intellectual property rights in various countries and discovering the best business partners in each market.



By using ExporTech™, Diamond Wipes was able to form a top-notch plan for exporting. "The last session was designed as a 'hands-on workshop,' where we presented our plan to the experts," explained Yen. After the presentation, the experts went through the specifics of our strategy and provided feedback and recommendations for improvement. The program ended in February of 2013.

Through the course of the ExporTech™ workshops, Diamond Wipes was able to discover a wealth of potential customers for their business in markets such as Saudi Arabia, Australia, China, Denmark, South Korea and Taiwan. Additionally, Diamond Wipes widened their customer base and made new connections when they attended a trade fair in Bologna, Italy.



In total, the new customers from these markets resulted in \$500,000 in increased sales for Diamond Wipes, along with 5 new jobs for their business. Their exporting growth was even recognized when Diamond Wipes was awarded with the “2014 Export Achievement Award” by congressional representation.



“CMTC’s exporting services enabled us to expand into new international markets and increase sales by more than \$500,000. Their strategic direction helped us accelerate our exporting efforts, and we project continuous growth for years to come.”

- Eve Yen,
Founder & President

FEATURED CUSTOMER

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