

DIAMOND WIPES INTERNATIONAL

Diamond Wipes International located in Chino, CA is the original U.S. manufacturer of hot and cold disposable wet wipes. Founded in 1994, the woman-owned, minority-owned, business began as a small restaurant wipe supplier with two employees. Today, they employ 200 workers, produce 3 million wipes on a daily basis and possess over 250 distinct formulations.

Challenge

In 2012, Diamond Wipes wanted to increase their opportunities to expand into new markets to increase their growth. Although familiar with exporting, they wanted to explore additional opportunities to evaluate possible business partners and identify target countries, gain knowledge about relevant international regulations and obstacles, and forge connections with overseas contacts.

Solution

Diamond Wipes participated in the ExporTech™ program, a program designed to help manufacturers develop an accelerated and robust exporting strategy and provide them with the tools they need to execute an exporting plan. Participants attended three workshops over the course of 3 months with individualized coaching between sessions.

In Session 1, international exporting experts shared industry best practices, market research and successful exporting case studies. Exporting challenges such as selecting the right business partners, logistics, international regulations, financial payment strategies, and the protection of intellectual property were discussed. Session 2 addressed Diamond Wipes' specific issues and goals. Experts guided the company in developing specific objectives and a timeline through the help of checklists and assessments. Session 3 was designed as a "hands-on workshop." Diamond Wipes' exporting plan was vetted and assessed by key exporting experts. This included a presentation of their export plan and live discussion where the experts provided feedback and tips for improvement.

Upon the conclusion of ExporTech, Diamond Wipes had an accelerated exporting plan with the knowledge to select new countries and business partners. Diamond Wipes now exports to Europe, Asia and Australia in addition to North America.

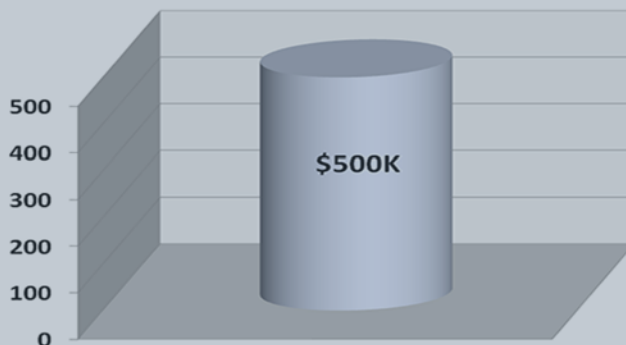
"CMTC's exporting services enabled us to expand into new international markets and increase sales by more than \$500,000. Their strategic direction helped us accelerate our exporting efforts, and we project continuous growth for years to come."

- Eve Yen
Founder & President



www.diamondwipes.com

\$500K in New Sales



FINANCIAL & PRODUCTIVITY RESULTS

- \$500K in new sales
- 5 new jobs created
- New Global Markets: Australia, China, Denmark, South Korea, Taiwan