

# Commercial News<sup>®</sup>

## The Showcase for American Products & Services **USA**



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January/February 2010

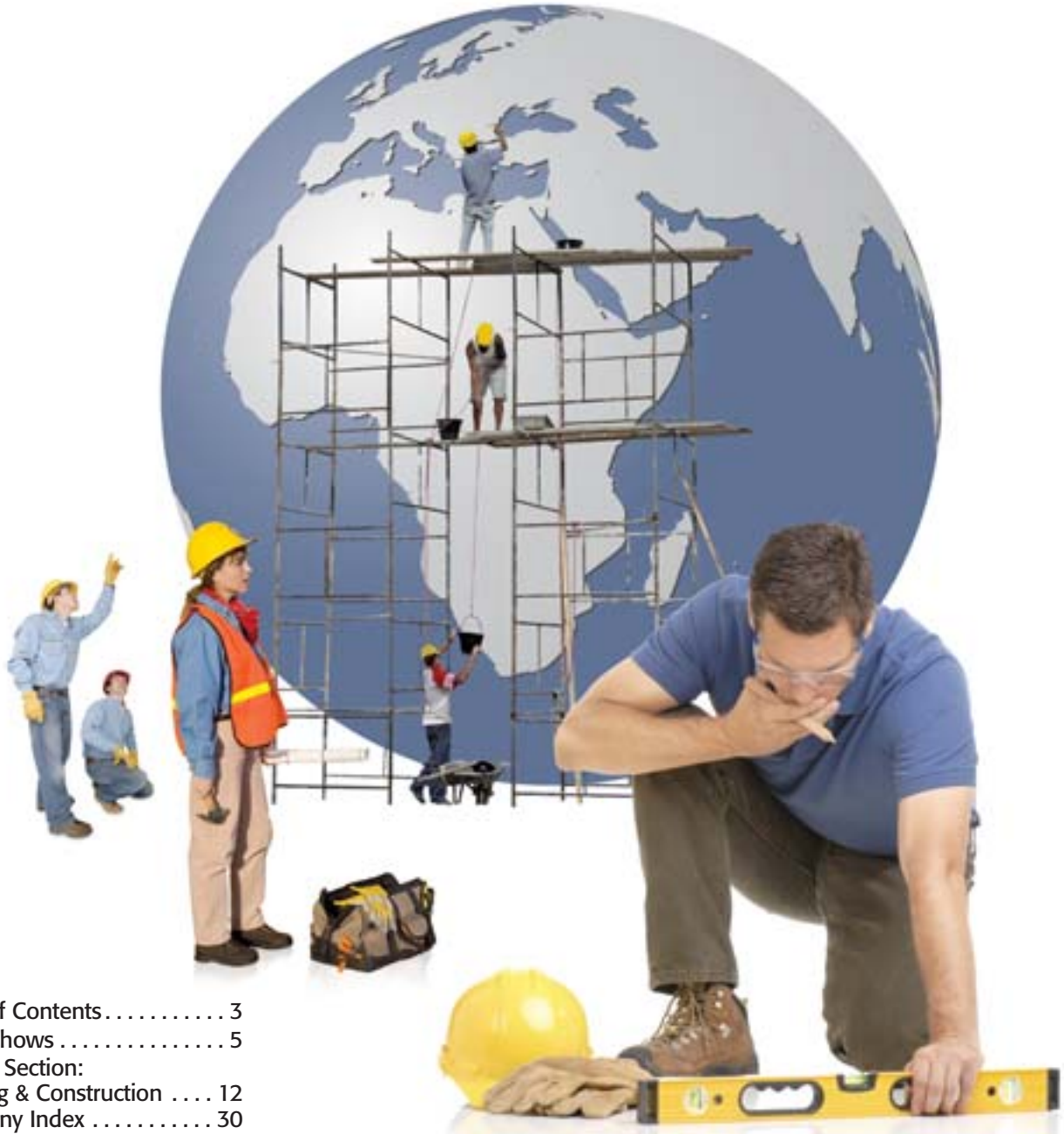


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## More American Products = More Profits for You

More American Products = More Profits for You

进口更多美国产品 = 为你创造更多利润

より幅広いアメリカ製品 = より多くのビジネスチャンス

مزيد من المنتجات الامريكه = المزيد من الارباح لك

Más Productos Americanos = Más Ganancias para Usted

Achetez Américain = Augmentez Vos Profits

Mais Produtos Americanos = Aumente os Seus Lucros

Więcej Amerykańskich Wyrobów = Większy Twój Zysk

Περισσότερα αμερικανικά προϊόντα = Περισσότερα κέρδη για σας

Импорт Американских Продуктов = Увеличение Вашей Прибыли

# NRA SHOW 2010

THE INTERNATIONAL FOODSERVICE MARKETPLACE

## DISCOVER THE LATEST IDEAS, PRODUCTS AND SOLUTIONS!

Unite with the entire industry in one place

The 2010 National Restaurant Association Restaurant, Hotel-Motel Show is your best opportunity to find the latest ideas, products, FREE education and contacts you need to stay competitive.

- See more new product launches than at any other industry event
- Improve your business with insights from industry experts in 65+ FREE education sessions
- Network with leading industry professionals and learn strategies to increase your bottom line
- Discover new ways to lower your menu costs and improve customer satisfaction & retention
- Minimize travel expenses by getting everything you need to make more money, control costs and increase efficiency

Be There!

Register Online Today  
& Benefit from Great  
Hotel and Airline  
Discounts!



### Build Your Bar Program Profits

Register today and save at [www.winespiritsbeer.org](http://www.winespiritsbeer.org)

*Separate registration and qualifications required to enter IWSB, 23-24 May 2010*



*In cooperation with U.S. Department of Commerce, the Foreign Agricultural Service and National Association of State Departments of Agriculture.*

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12199

National Restaurant Association  
Restaurant, Hotel-Motel Show  
**22-25 May 2010**  
McCormick Place, Chicago



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### Request Free Information

Request information directly from the companies you wish to do business with or fax back the Free Reader Service form on Page 31 to request information from many different companies.

## Building and Construction Industry Featured

This edition of Commercial News USA features our annual Building and Construction special section on Page 12.

Companies around the world interested in this industry sector will find more than a dozen American companies that are looking for new partners around the world.

In addition to promoting the building and construction sector through Commercial News USA, the U.S. Commercial Service International Buyer Program (IBP) brings delegations of buyers to the U.S. for industry trade shows.

Last year, the IBP program helped bring more than 125,000 buyers to the United States. (See Page 11 for a complete list of 2010 shows.)

Two upcoming IBP shows in the Building and Construction Sector are the International Builders Show and World of Concrete.

The International Builders Show is the largest annual light construction show in the world with attendees coming from over 70 countries. More than 61,000 attendees and more than 1,000 exhibitors are expected to participate in this year's show, which will be held from January 19-22.

World of Concrete, which will be held

in Las Vegas from February 2-5, will also interest builders. Last year, 65,287 people from around the world attended the show. With more than 800,000 net square feet of the newest concrete and masonry products, ideas and technologies from more than 1,300 exhibiting companies, World of Concrete delivered the second largest event in its 34-year history, second only to its record-breaking show in 2007.

As IBP shows, both the International Builders Show and World of Concrete bring together international buyers and exhibitors to expand business both domestically and overseas.

Of course, each issue of Commercial News USA also brings together buyers and sellers in many different industry sectors. As always, the current edition of the magazine features close to 100 U.S. companies that are interested in expanding into new markets around the world.

For more information, contact the company directly or use our Reader Service request form, which is available online and on Page 31.

All the Best,



Gregory Sandler, Publisher

## Commercial News USA

January/February 2010 • Vol. 31, No. 1

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### Free Subscription Offer

A subscription to Commercial News USA is now available by mail. Learn about the latest products and partnerships available from the USA in every issue. Become a subscriber online by going to [www.thinkglobal.us/subscribe](http://www.thinkglobal.us/subscribe) or use the form on Page 31.

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Official Magazine

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May 22-25, 2010 in Chicago, Illinois, USA

# Equipment Sustainability, Local Sourcing & Nutrition: Hottest Menu Trends in 2010

The National Restaurant Association's annual survey of more than 1,800 professional chefs – members of the American Culinary Federation (ACF) – reveals that local sourcing of ingredients, sustainability and nutrition will be the hottest trends on restaurant menus in 2010. Locally grown produce, locally sourced meats and seafood, sustainability, mini-desserts and locally produced wine and beer top the list of nearly 215 culinary items in the "What's Hot in 2010" survey. Rounding out the top 10 trends are nutritious kids' meals, half-portions, farm-branded ingredients, gluten-free/food-allergy conscious meals and sustainable seafood.

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**"No one has a better view of restaurant menu trends than the U.S. chefs of nearly one million restaurants, and that is why we survey these culinary professionals on what hot, new trends we'll see in the coming year."**

– Dawn Sweeney, President and CEO of the National Restaurant Association

---

The leading culinary theme revealed by the survey is sustainability, which is ranked as the third hottest trend. Whether applied to produce, meat, seafood or alcoholic beverages, the concepts of environmentally friendly practices and local sourcing – farm-to-fork – are appealing to both restaurant operators and consumers for several reasons, including freshness, minimal transportation, and supporting local communities and businesses.

Nutrition is another culinary theme that ranks high on the list of trends at number 15. Healthful options for children, produce, super-



fruits, bite-size and half portions, and food allergy conscious and gluten-free meals all rank in the top 20, illustrating that consumer interest in health and nutrition continues to grow and that restaurants are responding.

Also included in the survey were questions about kitchen and concept trends. The chefs rated environmentally friendly equipment as the top kitchen equipment trend, and the hottest restaurant concept in 2010 as restaurants with gardens.

Visit [www.restaurant.org/foodtrends](http://www.restaurant.org/foodtrends) to read the complete survey (including full results, video, etc). Also attend NRA Show 2010 to participate in education sessions, visit focused pavilions and network with top professionals and manufacturing companies that are in the forefront of the Hot Trends identified in this survey.

### Be there at NRA Show 2010!

*The National Restaurant Association's annual trade show – the National Restaurant Association Restaurant, Hotel-Motel*

*Show® - is the largest and most comprehensive industry event and will be held May 22-25, 2010, in Chicago. Together with the International Wine, Spirits & Beer Event (May 23-24, 2010), it will offer first-hand opportunities to experience and explore the hottest food, beverage and equipment trends in the culinary world. For more information, visit [www.restaurant.org/show](http://www.restaurant.org/show).*



### How To Contact

The National Restaurant Association  
Restaurant, Motel-Hotel Show  
150 North Michigan Avenue, Suite 2000  
Chicago, IL 60601-7569 USA  
TEL: 1-312-853-2525 • FAX: 1-312-853-2548  
[www.restaurant.org/show](http://www.restaurant.org/show)  
Reader Service #12199

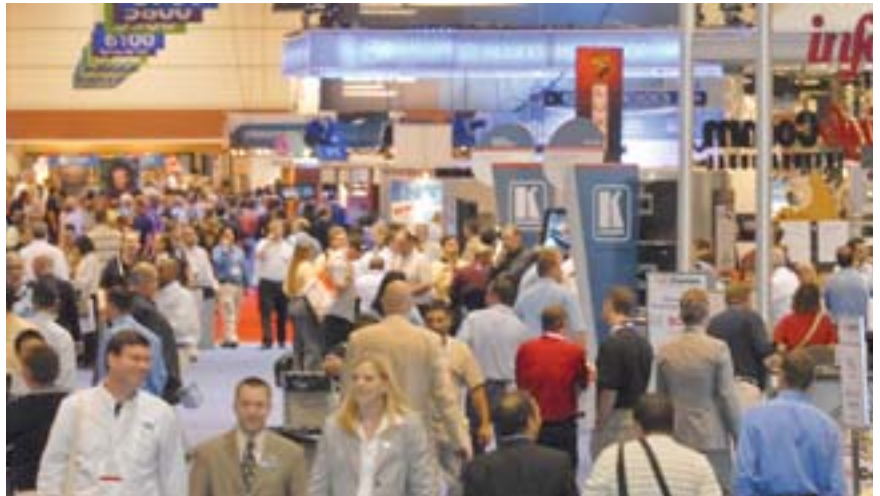
June 5-11, 2010, Las Vegas Convention Center, Las Vegas, Nevada

Conference: June 5-11; Exhibits: June 9-11

# See AV Advancements at InfoComm 2010

The audiovisual industry has been helping people communicate for nearly a century. While many conjure images of overhead and slide projectors when thinking about AV, today's technology includes video-conferencing, command-and-control rooms, video walls, stadium screens, and more. AV is no longer optional – businesses and institutions around the world rely on the \$75 billion USD global professional audiovisual industry to communicate.

That is why so many businesses and governments around the world are coming to see the latest commercial AV technology at InfoComm 2010 – the leading commercial audiovisual systems marketplace for integrated display, projection, audio, conferencing, lighting and staging, digital signage, and communications system solutions. InfoComm 2010 will take place 5-11 June 2010, at the Las Vegas Conven-



tion Center in Las Vegas, Nevada.

The conference will include more than 300 courses, basic through advanced levels, covering audio, video, projection, digital signage, 3D, design, certification, conferencing, AV-IT integration, and more. The exposition, being held 9-11 June, will feature more than 900 exhibitors from the leading audiovisual manufacturers and service providers.

“Attending InfoComm’s tradeshow is a worthwhile investment in both time and money,” said Randal A. Lemke, Ph.D., Executive Director, InfoComm International. “In just a few days you can visit the most comprehensive array of professional audio, digital signage, display, conferencing and telepresence, lighting, control system, and signal distribution technology manufacturers available in one location, all while receiving world-class education and training from leading experts and manufacturers.”

Although InfoComm is large, it is easy to navigate, thanks to pavilions that bring together like technologies. Audio, Digital Signage, Lighting & Staging, 3D, and United Collaborative Conferencing are just a few of the pavilions featuring integrated solutions from innovative manufacturers. Many products and special

exhibits on the Show floor can only be seen at InfoComm.

With more than 32,000 attendees from 90 countries expected to visit InfoComm 2010, this is one show not to be missed. InfoComm 2010 is supported by the U.S. Department of Commerce International Buyers Program (IBP). During the Show, trade specialists from the Commercial Service will be managing the International Business Center (IBC) and the U.S. Export Pavilion. In the IBC, buyers and sellers come together, using the meeting rooms provided free of charge on a first come first serve basis, and taking advantage of the facility to plan their visits to the exhibit floor.

*Please visit your U.S. embassy or consulate to find out more about this program, as there may be an opportunity to join a delegation from your country. Join us for InfoComm 2010!*



## How To Contact

InfoComm International  
1242 Waples Mill Road, Suite 200  
Fairfax, VA 22030  
TEL: 1-703-273-7200  
[www.infocommshow.org](http://www.infocommshow.org)  
Reader Service #11725

## Benefits for organized delegations include:

- Complimentary 3-day exhibits-only registration for InfoComm 2010 – a \$125 USD value.
- Two complimentary educational seminars within the InfoComm Academy program held in conjunction with the exposition – a \$338 USD value. (Please note that only two-hour seminars are eligible for this offer, which is subject to availability. Most sessions are offered in English only).
- Unlimited access to International Business Center
- Invitation to the International Reception hosted by InfoComm on Wednesday evening, 9 June
- Special invitation to the InfoComm Opening Reception on Tuesday evening, 8 June
- Special VIP international delegate “IBP” identification ribbon and registration badge
- Dedicated international registration area with multi-lingual staff

# ADVANCE WITH AV

Attend the largest pro-AV event in the world and find everything you need to move your business forward, including:

- 32,000 attendees
- 900 exhibitors
- 10,000 commercial AV products
- 300 educational courses
- Access to the latest technologies, trends and training
- Leading information communications solutions

For more information, or to join a delegation to InfoComm 2010, contact the Commercial Section of your nearest U.S. Embassy or Consulate. Visit [www.infocommshow.org](http://www.infocommshow.org) for a list of delegations.



Join us online:



Incorporating



> Systems Integration Expo\*

NSCA Conference June 7-11  
NSCA Exhibition June 9-11  
(on the InfoComm Show Floor)

June 20-24 2010, in Chicago, USA

# The World's Water Event: ACE10

The American Water Works Association invites you to attend the 2010 Annual Conference & Exposition (ACE10), June 20-24, 2010, at the McCormick Place Convention Center in Chicago, Illinois. ACE10 will bring you the latest, most innovative developments in technologies, processes, and products essential to enhancing water quality worldwide. Learn, explore, and network at the World's Water Event – ACE10 in Chicago. ACE10 registration opens January 13, 2010. For more information visit [www.awwa.org/ace10](http://www.awwa.org/ace10).

## Fostering a Sustainable Profession

Over the past 129 years, AWWA and ACE have served as the source of knowledge and information for water professionals who work to improve the supply and quality of water in North America and beyond. Network with thousands of water professionals, see the innovations of more than 500 exhibiting companies, and benefit from the knowledge of more

than 1,000 water industry experts who will be speaking and presenting at ACE10.

## Show Me the Water!

Immerse yourself in a world of ideas and innovation at ACE10:

- 14 in-depth, interactive workshops to enhance your conference experience through examining issues most relevant to you.
- An unparalleled professional program with more than 100 sessions comprising more than 550 presentations, representing the work and knowledge of more than 1,000 water industry experts.
- See firsthand how local facilities handle their operations, with seven tours from which to choose.
- More than 500 service providers showcasing the latest products and services for all aspects of the water industry.
- Extensive networking opportunities to share your experiences with

water and wastewater professionals, designed to strengthen professional relationships and foster new ones.

## International Resource Center at ACE10

We encourage you to visit the International Resource Center at ACE10 and take advantage of the many resources available, including an international attendee lounge, rosters of ACE attendees sorted by country, and opportunities to unite foreign buyers with US companies interested in doing business internationally. The International Resource Center will be open June 20–23, from 8:00 a.m.–5:00 p.m. at the McCormick Place Convention Center.

## How To Contact

American Water Works Association  
6666 W. Quincy Ave., Denver CO 80235  
TEL: 303-794-7711

[www.awwa.org/ace10](http://www.awwa.org/ace10)  
Reader Service #11563

 **ACE10** The World's Water Event  
ANNUAL CONFERENCE & EXPOSITION  
June 20–24, 2010  
Chicago, Illinois

**REGISTRATION AVAILABLE  
JANUARY 13, 2010.**

**SHOW METHEWATER**  
[www.awwa.org/ace10](http://www.awwa.org/ace10)

11563



# IWCE

College of Technology: March 8-9, 2010  
Conference & Exposition: March 10-12, 2010  
Las Vegas Convention Center, South Hall  
Las Vegas, Nevada, USA

[www.iwceexpo.com](http://www.iwceexpo.com)

## The new shape of convergent communications

Join the conversation at **IWCE 2010**.

Connect with more than 360 cutting-edge exhibitors to see, up close, the products and technologies that power integrated communications systems.

Network with partners and peers, and collaborate with industry thought leaders for new insights into doing your job more effectively.

Convergent communications are rapidly evolving. Don't miss your once-a-year opportunity to be a part of the dialogue at

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Use Code K3

12516

Register or learn more at  
[www.wasteexpo.com](http://www.wasteexpo.com)

## WASTE EXPO



Conference: May 3-5, 2010  
Exhibits: May 4-6, 2010 • Georgia  
World Congress Center, Atlanta, GA

11560

Only at WasteExpo, the largest solid waste and recycling show in North America, can you see 500+ exhibitors showcasing the latest products and services, network with peers and colleagues, and learn from leaders of the industry about the subjects that matter most to boost your bottom line. Don't miss your once-a-year chance to be at the center of it all!

### Interested in Exhibiting?

Companies A-Eo, contact Debra Busby at [debra.busby@penton.com](mailto:debra.busby@penton.com) or call +1 203.358.4153

Companies Ep-Md, contact Denise LaFlamme at [denise.laflamme@penton.com](mailto:denise.laflamme@penton.com) or call +1 530.823.1125

Companies Me-Z, contact Marc Acampora at [marc.acampora@penton.com](mailto:marc.acampora@penton.com) or call +1 203.358.4384

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May 5-6, 2010  
[www.medwasteconference.com](http://www.medwasteconference.com)



May 3-5, 2010  
[www.fluidpowerexpo.com](http://www.fluidpowerexpo.com)



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[www.environmentalistseveryday.org](http://www.environmentalistseveryday.org)

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[www.landfillconference.com](http://www.landfillconference.com)



October 3-6, 2010  
[www.wastesymposium.com](http://www.wastesymposium.com)

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Americas' Solid Waste Industry is a service mark of the Environmental Industry Associations.

November 2-4, 2010 in Las Vegas

# Three Reasons To Attend AAPEX 2010

New products, networking, and education are among the many reasons to attend the Automotive Aftermarket Products Expo (AAPEX), the world's largest business-to-business event for the automotive aftermarket industry.

For international buyers, there are three additional reasons not to miss AAPEX 2010, Tuesday, Nov. 2 through Thursday, Nov. 4, at the Sands Expo Center in Las Vegas, Nevada, USA.

First, all the products and all the people are all in one place at AAPEX. This means one trip to AAPEX provides the unique opportunity to see and compare products from approximately 750 U.S.-based manufacturers in the automotive aftermarket.

Recognizable brands are throughout the show floor, as is just about every brand of replacement part, including suspension and front-end products, engines, engine parts and fabricators, paint and body products, and heat transfer and mobile air conditioning products and parts.

The leading suppliers of chemicals and lubricants also exhibit at AAPEX, and the latest tools, diagnostic equipment and software are located in the event's comprehensive Tool & Equipment section. The AAPEX GreenWay spotlights products that buyers and retailers can sell to consumers to help make their vehicles more environmentally friendly. A total of approximately 1,800 companies exhibit at AAPEX.

Second, AAPEX is the premier global event for the automotive aftermarket. International buyers continue to report that a trip to AAPEX is a very productive use of their time and extremely cost-effective, given the opportunity it provides to meet face-to-face with so many manufacturers from throughout the world.

In 2009, buyers from approximately 150 countries attended AAPEX. On



the show floor, there were 22 specially designated pavilions for exhibitors from around the world, including Canada, Mexico, Italy, Spain, Turkey, Brazil, Colombia, China, Hong Kong, Korea, Malaysia, Taiwan, India, and Pakistan.

The third reason to attend AAPEX is to locate companies that export. Approximately 45 percent of the U.S. manufacturers at AAPEX export, and this number is expected to grow. International buyers interested in finding U.S. manufacturers may go to the AAPEX web site, [www.aapexshow.com](http://www.aapexshow.com), click on the Find Products & Exhibitors tab, and search within "U.S. exporters only." International buyers interested in getting more information also can e-mail the show at: [info@aapexshow.com](mailto:info@aapexshow.com).

AAPEX will again be co-located with the SEMA Show, which will be held the same week at the Las Vegas Convention Center. AAPEX

is jointly sponsored by the Automotive Aftermarket Industry Association (AAIA) and the Automotive Aftermarket Suppliers Association (AASA).

For more information, visit the AAPEX Web site, [www.aapexshow.com](http://www.aapexshow.com), or e-mail: [info@aapexshow.com](mailto:info@aapexshow.com).



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Reader Service #11848

# International Buyer Program

Bringing International Buyers to U.S. Trade Events

Each year, the International Buyer Program (IBP) of the U.S. and Foreign Commercial Service promotes U.S. trade events to international buyers.

IBP trade shows give international buyers an opportunity to assess the best and latest in U.S. technology, products, and services. Since 2005, export sales from connections at IBP events have grown 72 percent and are expected to continue to grow. Last year, 423 delegations – which included more than 125,000 foreign buyers – traveled to the United States to attend IBP events.

In 2010, 35 U.S. tradeshows will be part of the IBP program, which recruits delegations of qualified foreign

buyers, sales representatives, and business partners to attend events in the U.S. Use the list below to choose the shows you would like to attend, and contact the nearest office of the U.S. Commercial Service to find out how to join a delegation.

## How to Join a Delegation:

The Commercial Service has a network of export and industry specialists located in more than 80 countries worldwide. Trade specialists provide counseling and services to help match international buyers with U.S. suppliers. To find the U.S. Commercial Service office nearest you, visit [www.buyusa.gov](http://www.buyusa.gov).

## IBP Trade Show List – 2010

IBP Show	Industry	Show Venue	Dates
Consumer Electronics Show	Information/Communications	Las Vegas, NV	Jan. 7-10 2010
AG CONNECT EXPO 2010	Agriculture	Orlando, FL	Jan. 12-15 2010
International Builder's Show	Construction	Las Vegas, NV	Jan. 19-22 2010
International Poultry/Feed Expo	Agribusiness	Atlanta, GA	Jan. 27-29 2010
World of Concrete	Construction	Las Vegas, NV	Feb. 2-5 2010
American International Toy Fair	Consumer Goods/Toys	New York, NY	Feb. 14-17 2010
MAGIC Market Place - Winter	Textiles/Apparel	Las Vegas, NV	Feb. 17-19 2010
Graphics of the Americas)	Printing and Publishing	Miami, FL	Feb. 25-27 2010
International Hospitality Week	Hospitality	Las Vegas, NV	Mar. 7-10 2010
International Home and Housewares Show	Consumer Goods	Chicago, IL	Mar. 14-16 2010
International CTIA Wireless 2010 Convention	Telecomm	Las Vegas, NV	Mar. 23-25 2010
ISC West 2010	Safety & Security	Las Vegas, NV	Mar. 24-26 2010
IPC APEX EXPO	Information/Communications	Las Vegas, NV	Apr. 6-8 2010
International Franchise Expo 2010	Franchising	Washington, DC	Apr. 9-11 2010
The 2010 NAB Show	Information/Communications	Las Vegas, NV	Apr. 12-15 2010
High Point Market - Spring	Consumer Goods/Furniture	High Point, NC	Apr. 17-22 2010
Offshore Technology Conference	Energy/Oil	Houston, TX	May 3-6 2010
Waste Expo 2010	Waste Management	Atlanta, GA	May 4-6 2010
National Hardware Show	Consumer Goods	Las Vegas, NV	May 4-6 2010
Textile & Sewn Products Industry Week	Textiles	Atlanta, GA	May 18-20 2010
ELECTRIC POWER 2010	Energy (Coal-based)	Baltimore, MD	May 18-20 2010
NRA Restaurant, Hotel-Motel Show	Foodservice/Hospitality	Chicago, IL	May 22-25 2010
Premier Orlando 2010	Beauty/Hygiene	Orlando, FL	Jun. 6-7 2010
InfoComm 2010	Information/Communications	Orlando, FL	Jun. 9-11 2010
Clinical Lab Expo	Medical	Anaheim, CA	Jul. 25-29 2010
FIME International Medical Expo	Medical/Healthcare	Miami, FL	Aug. 11-13 2010
International Woodworking Machinery	Manufacturing/Woodworking	Atlanta, GA	Aug. 25-28 2010
International Baking Industry Exposition	Food Processing	Las Vegas, NV	Sep. 26-29 2010
GRAPH EXPO 2010	Printing/Graphics	Chicago, IL	Oct. 3-6 2010
American Dental Association	Dental/Healthcare	Orlando, FL	Oct. 9-12 2010
PACK EXPO International 2010	Packaging Machinery	Chicago, IL	Oct. 31-Nov. 4 2010
Automotive Aftermarket Industry Week	Automotive	Las Vegas, NV	Nov. 2-5 2010
American Film Market	Entertainment/Feature Film	Santa Monica, CA	Nov. 3-10 2010
Greater New York Dental Meeting	Dental/Healthcare	New York, NY	Nov. 26-Dec. 1 2010
POWER-GEN International	Electric Power/Energy	Orlando, FL	Dec. 14-16 2010

# 2010 Commercial Construction Show



**Save the Dates!**



• 2 • 0 • 1 • 0 •  
**COMMERCIAL  
CONSTRUCTION  
SHOW**  
June 9-10  
**MINNEAPOLIS**

Minneapolis Convention Center

As you plan your valuable travel budget dollars for 2010, make sure the Commercial Construction Show is included.

After eight successful years, the show is a primary product, information and networking source for design, construction and maintenance professionals in the retail, hospitality, restaurant and other commercial construction arenas.

**Mark your calendars for June 9-10. Minneapolis is a convenient flight from almost everywhere in the United States and a short drive from much of the Midwest.**

## New in 2010:

### • Efficient, two-day format

To accommodate your busy schedules, the show begins on Wednesday morning and concludes mid-afternoon on Thursday. You can experience the whole show in just two days.

### • Easy convenient registration

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Priced at less than half of the cost of trough-style models and virtually maintenance-free, the XLERATOR is

easier for facility managers to install and maintain in their restrooms.

XLERATOR is available in multiple finishes that suit a variety of architectural design needs. In addition, Excel Dryer now offers exclusive digital imaging technology that allows buyers to design their own high speed XLERATOR® hand dryers with company logos, team mascots, school colors, or any other high resolution image. Excel Dryer's imaging technology allows the dryers to be branded with a fully integrated design, rather than a sticker or other surface brand that could easily be marred or removed. Buyers can supply their own digital artwork or develop the cover graphics with the help of Excel Dryer's design team.

Currently, XLERATOR hand dryers have been in some high profile loca-

tions throughout the world, such as Disney World, Wembley Stadium (London) Heathrow Airport, Gillette Stadium, Carnival Cruise Lines, Lisboa Casino (Macau) UPS Distribution Centers, and more.

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For pricing and additional information, please contact Excel Dryer, Inc. P. O. Box 365, 357 Chestnut Street, East Longmeadow, MA 01028 1.413.525.4531 or at [www.exceldryer.com](http://www.exceldryer.com).

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Bradley serves a diverse customer base ranging from small local facilities to international corporations such as WalMart, General Motors, U.S. Postal Service, W.W. Grainger, and AMC Theaters Corp.

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- The renovation of Lloyd's No. 1, The Trafalgar in Portsmouth, Hampshire, UK posed significant challenges in order to preserve an historic mural and to avoid reducing the usable bar space. Installing a centrally located wash fountain – rather than eight wall-mounted basins, allowed the designers to meet building regulations without increasing the size of the men's washroom or adding a second washroom, making the facility more water-efficient and easier to clean.
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Bradley's award-winning products also contribute to greenbuilding



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# Big John Tree Transplanter Expands Worldwide with the Help of Commercial News USA

Big John Tree Transplanter Mfg. Inc, based in Heber Springs, Arkansas, is exporting millions of dollars of American-made equipment thanks to new customers it has found as the result of advertising in Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce.



In the past year, Big John has entered new markets in Canada, Iran, Lebanon, Mexico, Mongolia, Russia, Spain, The United Arab Emirates, The United Kingdom, The Ukraine and Vietnam.

**“Exports will represent approximately 35% of our revenue this year.”**

– Will Humphreys, vice-president of Big John Tree Transplanter Manufacturing, Inc.

Concerns about the possibility of a domestic economic slowdown prompted Big John to actively pursue overseas business about five years ago, says Will Humphreys, vice-president of the company. “It has definitely paid off,” he adds, “Exports will represent approximately 35% of our revenue this year.”

In addition to direct marketing through Commercial News USA, Big John works with Dorian Drake Inter-



The spoon shaped blades on a Big John Transplanter are inserted into the ground along a curvilinear track forming a totally enclosed pod of roots and soil. The tree is then removed from the soil and transported to its new home.

national, international sales agents based in White Plains, New York.

Humphreys credits Commercial News USA with generating qualified leads for Big John that have led to sales. Moreover, he says, the pattern of leads from around the world has provided the company with invaluable market research.

“Currently we are working on establishing customers and distributors in all of these countries in addition to China, India, Turkey, Malaysia and The Philippines. Later this year we expect to solidify distributorship relationships in several Central and South American countries also,” says Humphreys.

Big John specializes in building tree transplanters. For the past 35 years, the company has been dedicated to the design and production of the best, most durable and functional tree transplanters in the world. Big John's machines are responsible for moving millions of trees all over the world and our commitment to our customers' satisfaction is our main objective.



Seven New Model 90D's are ready to be shipped to Dubai. This is another export success that is helping Big John's business to grow.

Looking ahead, Big John sees continued growth potential overseas. “The world is becoming increasingly interdependent and we at Big John welcome the opportunity to assist our customers wherever they may be,” says Humphreys.

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