

# Commercial News USA

AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE



MARKETING PARTNER

May/June 2013

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Agriculture

## Diesel Specialists LLC

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## Red Devil Inc.

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## Viking Spas Inc.

Consumer Goods

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Medical/Scientific Products & Equipment

## Complete Inspection Systems Inc.

Safety & Security

## Neo-Turf Systems Inc.

Sports & Recreation



## AWARD WINNERS

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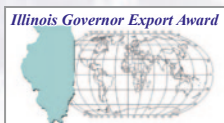


# WORLD WIDE

As the award-winning export division of NOW Foods, NOW International is honored to provide high quality nutritional supplements and other health products to over 70 countries on six continents. Our team of account managers and dedicated support staff works closely with our in-country distributors to secure product registrations, as well as all necessary licenses for their respective markets. To provide the highest level of service, our product labels and marketing materials have been translated into more than 10 languages. We take great pride in making it easy for international customers to select the products that best meet their needs, and the needs of their customers.

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Commercial News USA is online at [www.thinkglobal.us](http://www.thinkglobal.us)

### 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 35 to request information from many different companies.



# 2013 Exporter of the Year Awards Given to Successful U.S. Companies

**T**hirteen U.S. companies that made contributions to the growth in U.S. exports during the past year have been named Exporter of the Year winners by ThinkGlobal Inc., publisher of Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce.

Each year, ThinkGlobal recognizes U.S. companies that have expanded their export activities. To be eligible for the award, a company must currently be exporting from the United States.

This year's winners include: Game Equipment LLC (Agriculture); Diesel Specialists LLC (Automotive/Aviation/Marine); Red Devil Inc., (Building/Construction/Hardware); BayRu LLC (Business Services); Viking Spas Inc. (Consumer Goods); PCA Skin, (Health & Beauty/Fashion); Food Tools Inc., MI (Hotel & Restaurant Equipment, Food/Food Processing); Phoenix Process Equipment Co. (Industrial Equipment, Services and Supplies); Fluidmesh Networks LLC, (Information Technology/Telecommunications); KMI Group Inc. (Materials); Defibtech (Medical/Scientific Product and Equipment); Complete Inspection Systems Inc. (Safety and Security); and Neo-Turf Systems Inc. (Sports and Recreation).

Winners in each industry were selected

based on the total number of documented export deals completed, total percentage increase in sales, exports as percentage of total sales, the company's commitment to exporting, the company's commitment to customer service, and the company's innovation and originality in marketing products or services. To be eligible for the award, the nominee must be a company that is exporting from the United States. Companies may nominate themselves for the award.

ThinkGlobal and the U.S. government do not endorse any product or service, nor any company receiving an Exporter of the Year award, and assume no responsibility for the accuracy of the data provided by each individual company in applying for the award. All companies must attest to their good standing with the U.S. federal government when submitting a nomination form for the award.

Short descriptions of each award winner can be found starting on Page 5. In addition, some of the award-winning companies have advertisements in this issue of Commercial News USA.

These companies are seeking new partners around the world. Please read their information, and contact them directly for more information.

Congratulations to the award winners.

## U.S. Department of Commerce, International Trade Administration

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Rebecca M. Blank

### Undersecretary of Commerce for International Trade

Francisco J. Sánchez

### Acting Director General U.S. Commercial Service

Ambassador Charles A. Ford

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## Commercial News USA

AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

May/June 2013

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# Thirteen U.S. Companies Win 2013 Exporter of the Year Awards

**T**hirteen U.S. companies that made contributions to the growth in U.S. exports during the past year have received Exporter of the Year awards from ThinkGlobal Inc., publisher of Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce.

Each year, ThinkGlobal recognizes U.S. companies that have launched or expanded export activities. The 2013 Exporter of the Year awards are given to one company in each of the industry sectors included in the trade matchmaking magazine. "The success of this year's Exporter of the Year award winners is indicative of the value of American products around the world," said Gregory Sandler, president of ThinkGlobal



Inc. "Buyers know that American products and technology can be profitable to sell and distribute."

Exporter of the Year winners were chosen based on the total number of documented export deals, the percentage increase in sales, exports as a percentage of total sales, a company's commitment to exporting and customer service, and a company's originality in marketing products and services. To be eligible, a company must be currently exporting from the U.S. Congratulations to all the winners. The winning companies and the categories in which they won are listed in this special section.

## Complete Inspection Systems Safety & Security



Complete Inspection Systems Inc. is the world's leader in automated inspection and proofreading technology for the pharmaceutical, medical device, printing and packaging Industries. They are at the cutting edge of technical and process development in the field of Track and Trace, and, utilizing their proprietary HD Barcode technology, they have developed unique systems for anti-counterfeiting and product authentication.

Complete Inspection Systems provides a full range of document verification tools for both image and text comparison of almost any type of document or material.

*"Our software and solutions help save lives in the pharmaceutical, medical device and packaging industries by identifying print errors and component mix-ups," says Gary L. Parish, president of Complete Inspection Systems. "Since a significant amount of manufacturers produce drugs and devices for export to the USA, using automated inspection helps provide safe imports back to the USA and is the key to our growth."*

[www.completeinspectionssystems.net](http://www.completeinspectionssystems.net)  
Please See Our Ad on Page 11

## Game Equipment Agriculture



GAME Equipment, based in Napoleonville, Louisiana, specializes in tractors, sugar cane planters, vegetable sprayers, and other types of agricultural equipment. These tractors are heavy duty and built for long hours in remote sugar cane and other rough applications worldwide. Game presently has four models of tractors. GAME also supplies computer numerical controlled machining and other machine shop services to a variety of customers in the oil field and other industries.

*"We are proud to receive the Exporter of Year Award," says David Chadwick, CEO of GAME Equipment LLC. "It is evidence our focus on exports, over 90% of our business and growth, has produced results. GAME's focus is on the world's largest pineapple, sugar and energy cane farms found plus or minus the equator around the world. They need rugged, simple purpose built mobile equipment designed to work in remote parts of the world. Our business depends on supplying equipment that reliably and efficiently gets their product to worldwide markets."*

[www.gameeq.com](http://www.gameeq.com)  
Please See Our Ad on Page 7

## Viking Spas Consumer Goods



Although not all spas are created equally, all portable spas have four primary components: the shell, the plumbing, the cabinet & the power system. Viking SPAs focuses on using only the best components, made exclusively in the USA. Made of a virtually indestructible thermoplastic, the company's high density polyethylene is impervious to delamination. Working with Waterway™, Viking has balanced its plumbing system to provide unrivaled power behind every jet. An investment into molds and tooling to produce its cabinet panels has given Viking the edge on its competition.

*"When Viking began exporting eight years ago, we had no idea of what to expect," says Tom Kneeshaw, director of sales & marketing of Viking Spas. "However, exporting now dominates our overall sales and our achievements have garnered recognition from the federal government. Needless to say, we are humbled by this award and enjoy the fact that people all over the world generally look for the same things in buying a product: American quality and value."*

[www.vikingspas.com](http://www.vikingspas.com)  
Please See Our Ad on Page 10

Continued on Page 10

# PHOENIX: World Leadership in Liquid/Solid Processing Technologies

**P**HOENIX Process Equipment Company is an international leader in liquid/solids separation, residuals dewatering, and water reuse technologies. With hundreds of installations worldwide, PHOENIX offers a wealth of knowledge and experience in a broad range of production processes and industries.

The company, headquartered in Louisville, Kentucky, serves the aggregate, mining, municipal, industrial, and water recycling industries

"The success of our dewatering technologies forged the foundation that has led the company to become an international leader in liquid/solid separation and residual thickening and dewatering technologies," said Gary Drake, the company's president and CEO. "Through internal



development and strategic partnerships, PHOENIX has established a broad base of equipment offered through its world-wide network of sales

representatives."

PHOENIX has applied its innovative technologies for residuals and sludge thickening and dewatering for nearly thirty years. More recently, in the aggregate and industrial minerals markets the company has also pioneered new process technologies in construction sand and frac sand manufacturing to meet rigorous product specifications.

The PHOENIX commitment is to superior service and technologies at the greatest savings for its clients. In recognition of a rapidly growing thirst for onsite water recycling and reuse in commercial and multiple residence buildings PHOENIX

now designs and builds greywater/black-water purification and recycling systems for these applications.

The company's services include design and process engineering, manufacturing, field service & support, lab testing, onsite pilot plant testing, and process optimization.

More information about PHOENIX is available online at [www.dewater.com](http://www.dewater.com)



**How To Contact:**  
PHOENIX Process Equipment Co.  
(502) 499-6198  
[phoenix@dewater.com](mailto:phoenix@dewater.com)  
**[www.dewater.com](http://www.dewater.com)**  
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**[cnusa.thinkglobal.us](http://cnusa.thinkglobal.us)**





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# EXPORTING WITH A PURPOSE

## *Heat Trace is Hot on the Trail*

Heat Trace Products, LLC is one of a small number of Self-Regulating Heater manufacturers in the world. Its heating cables are used in Industrial and Commercial applications for freeze protection and temperature maintenance on pipes, fittings, valves, tanks, and process equipment. Based in Leominster, Massachusetts, this U.S. manufacturer and exporter currently services 30 countries world-wide including: Brazil, China, Japan, Germany, Russia, Greece, Sweden, Belgium, Italy, Czech Republic, India, France, Switzerland, Mexico, Denmark, Netherlands, Astana, Canada, Taiwan, Korea, and other CIS countries.

Due to its keen focus on servicing and growing its business globally and with integrity, Heat Trace Products, LLC has been honored with several prestigious awards including:

*ThinkGlobal Exporter of the Year Award 2012*

*A.I.M. International Business Global Trade Award 2010*

*SBA Massachusetts Exporter of the Year Award 2006*

*Central Mass Chamber of Commerce Economic Achievement Award*

*MAED (MassEcon) Team Massachusetts Emerging Company Award 2006*

“Our international success is based on a foundation of unique and patented products, history of high-quality standards, knowledge of the global marketplace, and exceptional partnerships,” explains Wayne Canty, President and CEO, Heat Trace Products, LLC. Heat Trace products are approved by leading international standard agencies including: UL, CSA, FM, CE, Semko, and Atex. Additionally, Heat Trace offers the only FM approved 25 and 30 watt self-regulating heaters on the market today.

While Heat Trace Products are available for roof and gutter de-icing and floor warming, the primary applications for heat tracing are: Freeze Protection to keep a fluid from solidifying due to temperatures dropping below the freeze point, and Process Temperature Maintenance to hold a fluid at a given temperature within some pre-determined limits.



*Governor of Massachusetts Deval Patrick and Wayne Canty, President and CEO of Heat Trace Products, LLC, in Brazil attending the Massachusetts Brazil Innovation Economy Mission.*

The heating cables regulate their heat output in response to changes in temperature. The highly engineered conductive core increases its heat output when the temperature falls, and decreases its heat output when the temperature rises. This is accomplished by replacing the heat that is lost to the lower temperature atmosphere. The product is offered in a variety of wattages in both 120 VAC and 240 VAC.

“Customers world-wide are discovering that Self-Regulating Heat Tracing costs less than other methods of surface tracing,” states Canty. “And since heat is automatically supplied only when and where needed, operating costs are reduced significantly.” Heat tracing is an ideal solution for water treatment, food processing, refining, mining, chemical processing, pulp and paper, utilities and commercial buildings.

Heat Trace Products’ high-quality, low-cost, Self-Regulating Heat Trace systems, backed by superior customer support, are available globally. ■



16509

*Wayne Canty, President and CEO, Heat Trace Products, recently traveled to Brazil for the Massachusetts-Brazil Innovation Economy Mission. The coalition, led by Governor Deval Patrick, visited Brazilian companies, universities and government leaders. “I was honored to participate and explore new job growth and economic development partnerships between Mass. and Brazil,” states Canty. “Traditional ties were strengthened and significant opportunities established.”*



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## Exporter of the Year Special Section

Continued from Page 5

### PHOENIX Process Equipment Industrial Equipment, Services & Supplies



PHOENIX Process Equipment Company is an international leader in liquid/solids separation, residuals dewatering, and water reuse technologies. With hundreds of installations worldwide, PHOENIX offers knowledge and experience in a broad range of production processes and industries.

The company, headquartered in Louisville, Kentucky, serves the aggregate, mining, municipal, industrial, and water recycling industries.

PHOENIX has applied its innovative technologies for residuals and sludge thickening and dewatering for nearly thirty years. More recently, in the aggregate and industrial minerals markets the company has also pioneered new process technologies in construction sand and frac sand manufacturing.

*"We are extremely honored to receive this notable award," says Gary Drake, president and CEO of PHOENIX Process Equipment Co. "PHOENIX began our focus on global trade and exporting decades ago. We are gratified this strategy has served us well and that international trade continues to be a significant and growing part of our business."*

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

Please See Our Ad on Page 6

### BayRu Business Services



Online store [www.bay.ru](http://www.bay.ru) is a global shopping site in Russia/CIS. Through operations in Chicago, Moscow and St. Petersburg, the company sells goods from the USA to Russian consumers.

BayRu was the first cross-border e-commerce business in Russia and today offers consumers the broadest selection of in-stock products, American-style customer experiences and the most consistent home delivery. Integrated product catalogues from retail affiliate partners eBay and Amazon have helped build large market share across many categories.

[www.bay.ru](http://www.bay.ru)

### Defibtech Medical, Scientific Products & Equipment



Defibtech, which was acquired late last year by a Japanese company, Nihon Kohden Corp., was founded in 1999 by Dr. Glenn W. Laub, cardiothoracic surgeon and Professor and Chairman of Cardiac Surgery at Drexel College of Medicine and Clinical Section Chief at Hahnemann University Hospital in Philadelphia, PA, and fellow Yale graduate, Gintaras Vaisnys, an engineer who has founded several technology companies.

They combined their experience and built a company to create and manufacture one of the world's best Automated External Defibrillators.

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

### Diesel Specialists Automotive, Aviation & Marine



Diesel Specialists sells Caterpillar, Cummins, Detroit Diesel, and Perkins parts and engines. For more than 35 years, its focus on the marine and industrial markets has provided it with a unique vantage point shared by few in their industry. Whether it is providing a remanufactured engine for a quick turnaround or shipping one of their thousands of engine components, its entire focus is to provide customers with quality products at great prices, on-time, every time.

[dieselpartsdirect.com](http://dieselpartsdirect.com)

### Fluidmesh Networks Information Technology & Communications



Fluidmesh Networks is a worldwide leader in wireless systems for security, industrial, and mission-critical applications. The company develops top-quality products for security, video-surveillance, condition monitoring and data communication. Fluidmesh Networks' technology powers applications for ferry operators, trains and metro operators, mines, industrial plants, schools, seaports, archaeological sites, resorts and more. Founded by researchers and engineers from the Massachusetts Institute of Technology (MIT) and the Politecnico di Milan in Italy.

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

### FoodTools Hotel & Restaurant Equip., Food, Food Processing



FoodTools operates a manufacturing, sales, and service facility in Santa Barbara, California. The company also has several other offices around the world. FoodTools



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## Exporter of the Year Special Section

Central in South Haven, Michigan, also has a production floor, sales staff, and service technicians to cover eastern North America. FoodTools UK is a sales and service office located in London, England. FoodTools China is the newest office and operates sales and service from Zhuhai, China. FoodTools is a global company focused on advancements in the food portioning industry. There are FoodTools machines right now portioning products from Australia to Romania.

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

**KMI**  
Materials



KMI Group is a global manufacturer and distributor of plastic resins for molders, extruders, compounders and manufacturers serving almost every major industry. For more than two decades, KMI has been delivering competitive prices supported by dependable service and technical know-how. With more than 300 million pounds of bulk and packaged resins delivered every year, KMI knows what it takes to keep your operations running with the right resin.

Since its founding, KMI has established unique business relationships with some of the world's largest resin producers. And KMI also markets its own lines of products.

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

**PCA Skin**  
Health, Beauty, Fashion



Founded as Physician's Choice of Arizona Inc. by an aesthetician and a several physicians, they evolved into Physicians Care Alliance LLC, a global organization serving more than 5,000 medical practices in the United States, with products sold in more than 70 countries worldwide. Throughout their history, they have been known as PCA SKIN, a company dedicated to the science of healthy skin.

PCA SKIN is a trusted industry leader

[www.thinkglobal.us](http://www.thinkglobal.us)

in the development of gentle, yet highly effective professional treatments and daily care products for more than two decades. With a team dedicated to serving others, their vision is to improve people's lives; they do so on a daily basis by partnering with physicians and clinicians to provide a proven process combining aesthetics and science for healthy, beautiful skin.

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

**NeoTurf**  
Sports & Recreation



NeoTurf began manufacturing in Peru and South America in 2008, filling a need for durable synthetic turf. In South America, small rented soccer fields are common, and they endure as much as 300 hours of play per month. For these fields, natural turf is not an option, and synthetic turf available at the time was still not durable enough. In 2010, in order to more easily access new technologies and expertise, NeoTurf expanded its operations to Dalton, Georgia. In October 2012, they began making turf for the U.S. market, using their expertise to design and manufacture turf that is both beautiful and durable. The company specializes in the design and manufacture of durable turf with great appearance and performance. Products are manufactured for landscape and sport turf applications.

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

**Red Devil**  
Building, Construction, Hardware



Founded as Smith & Hemenway Company, Inc. in 1872, Red Devil began with the production of several types of glass cutters, one of which, the "Woodward Wizard", was patented. This unique tool, with its tiny wheel for scoring glass, was among the first in the industry and could be used as a glass breaker, can opener, corkscrew, knife/scissors sharpener, and tack hammer. The company's reputation for quality and reliability grew. By the late 19th century, do-it-yourselfers as well as professionals were depending on their top-performing products.

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

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# 17th Americas Food and Beverage Show Welcomes International Attendees!

The 17th Americas Food and Beverage Show welcomes food professionals from around the world to beautiful Miami Beach on October 28-29, 2013, for the Western Hemisphere's largest two-day food and beverage trade show. Come join nearly 9,000 food retailers, distributors, exporters, importers, and food service professionals from more than 78 countries who will gather to share ideas and innovations, present new products, and explore new sales, marketing, distribution, and branding opportunities.

"The Americas Food and Beverage Show is a unique opportunity for U.S. companies to interact with innovative business people from Canada, Latin America/the Caribbean, South America, and from around the world," said DeWitt Ashby, Director, Trade Shows, for the National Association of State Departments of Agriculture.

The show is sponsored by the World Trade Center Miami (WTCM) with sponsorship from the National Association of State Departments of Agriculture (NASDA) and the U.S. Department of Agriculture's (USDA) Foreign Agricultural Service (FAS). FAS works to promote the export of U.S. agricultural products and reports on agricultural production and market development in all areas of the world. FAS, NASDA and WTCM work together to promote the Americas Food and Beverage Show and Conference. In addition to assisting with international promotion, NASDA produces the USA Pavilion at the show.

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**"The Americas Food and Beverage Show is a unique opportunity for U.S. companies to interact with innovative business people from Canada, Latin America/the Caribbean, South America, and from around the world."**

— DeWitt Ashby, Director, Trade Shows  
for the National Association of State  
Departments of Agriculture



## Discover New Opportunities

Attending the 17th Americas Food and Beverage Show will provide the answers attendees are looking for. Unlike many other events, the Americas Food and Beverage Show does not focus on a specific industry sector. Business visitors include representatives from the U.S., Canada, the Caribbean, Latin America and increasingly from other parts of the world, representing foodservice, retail, resort and cruise businesses. They attend to meet innovative suppliers from many parts of the U.S., Canada, Ecuador, Turkey, Thailand, North Africa and Latin America (including National Pavilions from Brazil and Argentina). This event is of interest to anyone in the food industry.

## What to See and Do

On the show floor, the aisles will be packed with new and tasty foods and beverages from more than 27 countries around the world. The event is strongly endorsed by trade promotion groups from Algeria, Argentina, Brazil, Canada, Ecuador, Jamaica, Thailand, and Turkey. International visitors will be particularly interested in the International Buyers Reception as well as "must see" events

---

**"...the 17th Americas Food and Beverage Show will provide the answers attendees are looking for."**

---

such as the Annual Americas Food and Beverage Awards Presentation, the New Products Showcase, and the Conference programs in addition to the 400 or more exhibiting companies.

If you have any questions, please visit the 16th Americas Food and Beverage Show web site at [www.americasfoodandbeverage.com](http://www.americasfoodandbeverage.com) or contact our Show Management Office by phone at +1-305-871-7910 or by email at [afb@worldtrade.org](mailto:afb@worldtrade.org).

Mark your calendar to attend the 17th Americas Food and Beverage Show in Miami Beach, October 28-29, 2013.

### How To Contact

17th Americas Food and Beverage Show

1007 N. America Way, Suite 500  
Miami, FL 33132 USA

Tel: 305-871-7910 • Fax: 305-871-7904  
[afb@worldtrade.org](mailto:afb@worldtrade.org)

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# International Buyer Delegations to AAPEX Facilitate Supplier Meetings

**S**ome buyers prefer to travel alone to the Automotive Aftermarket Product Expo (AAPEX), while others like to travel with an international buyer delegation. If you haven't participated in an official delegation to AAPEX, here are a few of the many advantages to consider as you make plans for this year's event, set for Tuesday, Nov. 5, through Thursday, Nov. 7, at the Sands Expo Center, in Las Vegas, Nevada.

First, when traveling with an international buyer delegation to AAPEX, you'll receive assistance from the group's leader – usually a trade specialist – with registration, hotel reservations and air travel arrangements. Leaders also can help with your VISA application and ensure the process goes as smoothly as possible.

Second, before the event, trade specialists can help you identify U.S. companies at AAPEX that export and determine the market potential of their product lines. AAPEX features more than 600 U.S.-based manufacturers, including many of the top brands, and a total of more than 2,300 exhibitors. In addition, leaders can set up appointments with new prospects and suppliers on your behalf before AAPEX.

While at AAPEX, trade specialists can facilitate pre-arranged meetings, and help identify new trends and new product lines on the show floor to grow your business. They also may provide assistance with meeting new partners during the

many networking receptions and seminars at AAPEX. As the premier event for the \$395 billion global motor vehicle aftermarket, AAPEX draws attendees from approximately 130 countries and offers exceptional networking opportunities.

Third, trade specialists and an international buyer group can offer local language support and friendly companionship during your visit to AAPEX. They can help navigate AAPEX, whether it's locating the International Buyer Center and using its many services, including meeting room space, or assist with finding an exhibitor, event or one of the many educational sessions at AAPEX.

Lastly, assistance from the international buyer group doesn't stop when AAPEX ends, as leaders can help follow up with suppliers and new prospects you met at the event.

For information on being part of an international buying delegation to AAPEX 2013, please contact Judy Novak at: [judy.novak@aapecshow.com](mailto:judy.novak@aapecshow.com) or contact your local U.S. Embassy or Consulate.

Buyers are reminded that they also can use the AAPEX website, [www.aapecshow.com](http://www.aapecshow.com) and the AAPEX Mobile Compass App, [tiny.cc/aapec\\_apps](http://tiny.cc/aapec_apps) to find U.S. exporters. Buyers should select the Product Search option, "We are a U.S. company" before searching. The website and app both offer the opportunity to search by brand name.



AAPEX represents the \$395 billion global motor vehicle aftermarket and 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.aapecshow.com](http://www.aapecshow.com), or e-mail: [info@aapecshow.com](mailto:info@aapecshow.com). AAPEX also is on Facebook, [www.facebook.com/AAPEXShow](http://www.facebook.com/AAPEXShow), Twitter, [www.twitter.com/AAPEXShow](http://www.twitter.com/AAPEXShow), Pinterest, [www.pinterest.com/aapec](http://www.pinterest.com/aapec), and LinkedIn, the AAPEX Show Group, [tiny.cc/aapeclinkedin](http://tiny.cc/aapeclinkedin).



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# The Summer Fancy Food Show Returns to New York City for 2013

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**T**he Summer Fancy Food Show is returning to New York City, its long-time East Coast home. It will be held June 30 – July 2, 2013, at the newly renovated Jacob K. Javits Convention Center.

The show, now in its 59th year, is the largest marketplace devoted exclusively to specialty foods and beverage sin North America. It is a must-attend event for top names in retailing and restaurants from across the U.S. and around the world. The exhibit halls will be filled with an estimated 180,000 specialty foods and beverages from 80+ countries and regions featuring the latest trends in chocolate, cheese, olive oil, snacks, natural and organic foods and more.

“We look forward to providing both exhibitors and attendees the best that NYC has to offer, from hotels and restaurants to our theaters and cultural institutions,” said George Fertitta, CEO of NYC & Company, the official tourism and marketing organization for the city of New York.

Marcus Samuelsson, the internationally-acclaimed chef, will host the 41st Annual *sofi*™ Awards to be presented during this year's show. Samuelsson is the chef behind New York's Red Rooster Harlem, Ginny's Supper Club and American Table Cafe and Bar by Marcus Samuelsson and The New York Times-bestselling author of *Yes, Chef*. He is also a well-known TV food personality and committed philanthropist.

In honor of Samuelsson's participation in the *sofi* Awards, he will be donating his speaking fee from the Specialty Food Association to City Harvest, the Fancy Food Show's anti-hunger charity for more than 20 years. Samuelsson is a member of City Harvest's Food Council.

“I am so pleased to be part of the *sofi* Awards and to honor the best in specialty foods from passionate food artisans and entrepreneurs,” Samuelsson says. “City Harvest plays a crucial role in helping New Yorkers in need, and the Specialty Food Association's contribution will help us address the serious problem of food

insecurity in the city.”

At the end of each Summer Fancy Food Show in New York, exhibitors donate in excess of 100,000 pounds of high-quality food to City Harvest. The show donation has long been the largest single donation of perishable food to City Harvest each year.



The Specialty Food Association celebrated its 60th anniversary in 2012. It is a not-for-profit trade association established in 1952 in New York City to foster commerce and interest in the specialty food industry. Today there are more than 3,000 members in the U.S. and abroad. The association's website for consumers, [foodspring.com](http://foodspring.com), provides an insider's look at specialty foods and the companies, food entrepreneurs and artisans behind them. The Specialty Food Association operates the Summer and Winter Fancy Food Shows and presents the *sofi*™ Awards honoring excellence in specialty food. For more information on the association, go to [www.specialtyfood.com](http://www.specialtyfood.com).



*Attendee registration for the Summer Fancy Food Show is currently open. Learn more and register at [www.fancyfoodshows.com](http://www.fancyfoodshows.com)*

**How To Contact:**  
Specialty Food Association  
Louise Kramer, Communications Director  
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# Experience the Future: Specialty Fabrics Expo

**T**he Specialty Fabrics Expo 2013 and Advanced Textiles Conference & Trade Show ushers in a new wave of industry changes while keeping a keen eye focused on the past. As the largest specialty fabrics event in the Americas, this year brings exciting changes including a co-location with the SGIA Expo (Specialty Graphic Imaging Association). Fiber producers, weavers, roll goods and service providers, fabric suppliers, high-tech equipment, end-product manufacturers and more are set to converge at this one-of-a-kind conference Oct. 23-25, 2013 in Orlando, FL.

Thousands of decision makers from all walks of the industry supply chain and from 50 countries come to the show each year in search of new suppliers or buyers, to make purchasing decisions and network with industry colleagues. Major buyer markets represented include fabric structures, shading, environmental, geosynthetics,

safety, medical, military, marine, upholstery, transportation, filtration, agriculture, covers and many other niche industries.

This year's conference boasts several new and exciting features, as well as popular programming from past shows. A new advanced textiles trade show will showcase producers and service providers of innovative textile technologies. The second annual ShowStoppers Awards will highlight improved applications, revolutionary design and increased efficiency in the textile industry. Show attendees will vote on their favorites and a committee will present the winners with awards during the conference. Learning programs focused on niche industries, business-building sessions, presentations and focused round-table discussions round out a fully-featured educational component to the conference.

This show, organized by the Industrial Fabrics Association International (IFAI), has been selected to participate in the

International Buyer Program, a premier opportunity for international buyers to meet with motivated U.S. exporters at the show. Receive assistance with registration and show logistics by joining a U.S. Commercial Service-organized buyer delegation. Locate a US Trade Specialist in your country at [www.buyusa.gov](http://www.buyusa.gov).

For more details on the Specialty Fabrics Expo 2013 and Advanced Textiles Conference & Trade Show visit [www.ifaexpo.com](http://www.ifaexpo.com).

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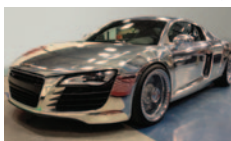
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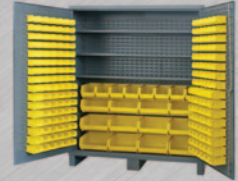
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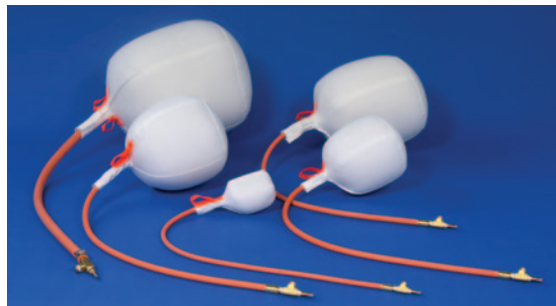
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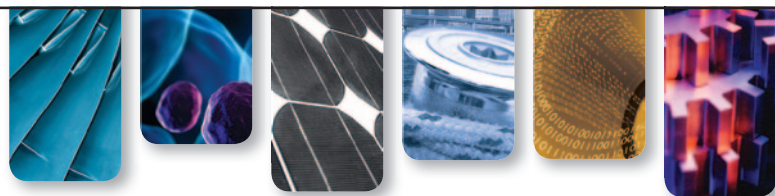
is leveraging a worldwide network of importers, exporters and economic development organizations. Whether it is for buying or selling products or services, the ThinkGlobal trade leads website is a one-stop resource for identifying new business opportunities.

In addition to live and on demand presentations, the ThinkGlobal trade leads site includes live webinars, presentations, educational events, and online events. Live chat capabilities enable exporters,

service providers, buyers and potential investors to communicate directly with one another.

"We are uniquely positioned to leverage one of the world's best databases of buyers and sellers in order to facilitate importing, exporting and international investment," says Gregory Sandler, president of ThinkGlobal. "The ThinkGlobal trade leads website enables buyers and sellers from around the world to benefit from virtual tradeshow technology from any place, at any time."

International buyers can utilize the ThinkGlobal trade leads site by searching for products and services offered by thousands of companies and governmental organizations worldwide. Moreover, buyers can use the site to send a "Request for Quote" or RFQ to a seller. A state-of-the-art trade leads matchmaking system sends email trade notifications from buyers as soon as RFQs are posted.



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**"We are uniquely positioned to leverage one of the world's best databases of buyers and sellers in order to facilitate importing, exporting and international investment."**

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Another unique feature of the ThinkGlobal portal is the Export Expo virtual trade show. Unlike trade shows that last just a few days, the Export Expo is a perpetual online trade show that gives buyers and sellers the ability to utilize the site 24/7, whenever it is most convenient.

The ThinkGlobal platform is a powerful lead-generation tool that makes it easy for buyers and sellers worldwide to conduct business – without the time and expense of travel.

Registration is free for international buyers. Register online by visiting [www.ThinkGlobal.com](http://www.ThinkGlobal.com).



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**“Currently, XLERATOR hand dryers are installed in high profile locations throughout the world...”**

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.

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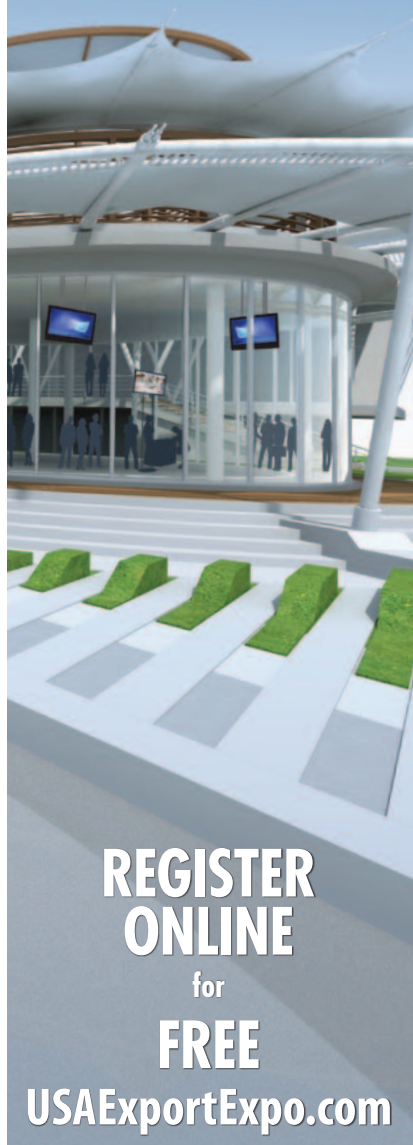
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Piping systems around the world are constantly being degraded by corrosion, welding flaws, internal erosion and electrolysis resulting in expensive unscheduled shutdowns costing millions of dollars worth of lost production.

InduMar Products, Inc. based in Houston Texas, was formed in 1986 with a central purpose; the development of specialty products to minimize down time in large fluid processing facilities due to sudden pipe leaks, thinned wall pipe and corrosion problems. The flagship product of the company is the Stop It® Pipe Repair System. Utilizing a combination of knitted fiberglass, specially formulated water activated urethane and the company's FIX STIX™ epoxy putty give the Stop It® Pipe Repair System the flexibility to address a wide range of pipe and fitting leak situations. It requires minimal surface preparation and is compatible with all piping and has a wide range of chemical resistance, making it ideal for industrial applications operating at pressures up to 400 PSI.

InduMar Systems, a wholly owned subsidiary of InduMar Products, recently released StopIt HP™ for repairing systems operating up to 2,000psi (140 Kg/Cm2). This product consists of a proprietary epoxy and Kevlar® to provide capable of making repairs on systems operating up to 2,000 PSI while providing a 5:1 safety margin. It can be used on pipes and fittings as well as flat surfaces.

Other additions to the product lineup include the Viscotaq line of anti-corrosion materials in tape or bulk putty form. Based on viscous elastic coating technology these materials provide superior properties for corrosion control. The result is a product that offers unrivaled technology both inside the fence and to the general pipeline industry when it comes to corrosion prevention.

The First Response™ line of emergency leak repair kits offer a variety of specialty products to meet the challenges that exist when stopping leaks in barrels, tanks and larger vessels.

An industry leader in the development of composite pipe leak repair products InduMar's products can be found in over 30 countries

worldwide and are used by a diverse customer base including Chevron Shell, ExxonMobil, BP, Bibby, Carnival, Seabulk International, Monsanto, Dupont, Olin, Asarco, Goodyear, Dell and Ocean Spray to name a few. These companies cover a broad range of industries from chemical plants, refineries, pulp and paper, power generation, mining as well as the marine and offshore industries.

Whether your need is for a single repair or you have major rehabilitation projects, InduMar's product line saves downtime and reduces repair costs while making a plant, refinery, or ship at sea a safer place to work.

Kevlar® is a registered trademark of Dupont

**How To Contact:**  
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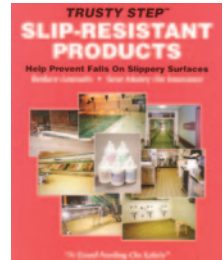
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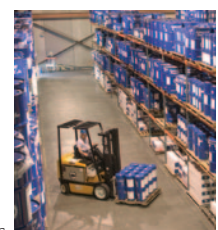
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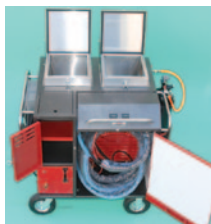
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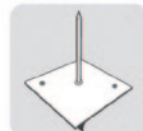


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Please indicate the business categories you are interested in (check all that apply):

- |   |   |
|---|---|
| <input type="checkbox"/> Agricultural                   | <input type="checkbox"/> Hotel & Restaurant Equipment |
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| <input type="checkbox"/> Building/Construction/Hardware | <input type="checkbox"/> Services & supplies          |
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## 1. What is your job category?

- ☐ Executive Management (Chairman, President, Owner, Partner, General Manager, Managing Director, CEO, COO, CFO)
- ☐ Senior Management (Vice President, Sales/Marketing, Engineer, Purchasing, Traffic/Distribution, Product Manager, Import/Export, Operations, Customs)
- ☐ Other Professional Management (Lawyer, Doctor, Professor, Government, NGO, Non-Profit)
- ☐ Non-Management (Administrative Assistant, Secretary, Intern)

## 2. What is the principal business activity of your company or organization?

- ☐ Wholesaler
- ☐ Industry (Purchasing)
- ☐ Representative/Distributor
- ☐ Trade Association
- ☐ Dealer
- ☐ Manufacturer
- ☐ Export Trading Company
- ☐ Government
- ☐ Agent/Broker
- ☐ Service
- ☐ Other

## 3. How many employees work for your company?

- ☐ 1 ☐ 2-10 ☐ 11-50 ☐ 51-100
- ☐ 101-500 ☐ More than 500

## 4. How much does your company spend each year on products and services from other countries?

- ☐ Less than \$100,000
- ☐ \$100,000-499,999
- ☐ \$500,000-999,999
- ☐ More than \$1,000,000

## 5. How comfortable are you reading documents written in English?

- ☐ Very comfortable
- ☐ Somewhat comfortable
- ☐ Not comfortable at all

## 6. Where does your company currently import products from (check all that apply)?

- ☐ Africa
- ☐ Asia/Pacific (except China)
- ☐ Canada
- ☐ Central America
- ☐ China
- ☐ European Union
- ☐ India
- ☐ Mexico
- ☐ Middle East
- ☐ South America
- ☐ United States
- ☐ Other

## 7. Do you personally make purchasing decisions?

- ☐ Yes ☐ No

## 8. How many people in your company read each issue of Commercial News USA?

- ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6
- ☐ More than 6

## 9. How would you rate the relevancy of Commercial News USA to your business?

- ☐ Very relevant
- ☐ Somewhat relevant
- ☐ Not relevant

## 10. How many purchases have you made from companies as a result of reading Commercial News USA?

- ☐ None ☐ 1 ☐ 2-3 ☐ 4-5 ☐ 6-10
- ☐ More than 10

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