

SENTRY PROTECTION PRODUCTS

Industrial Protection - Worldwide



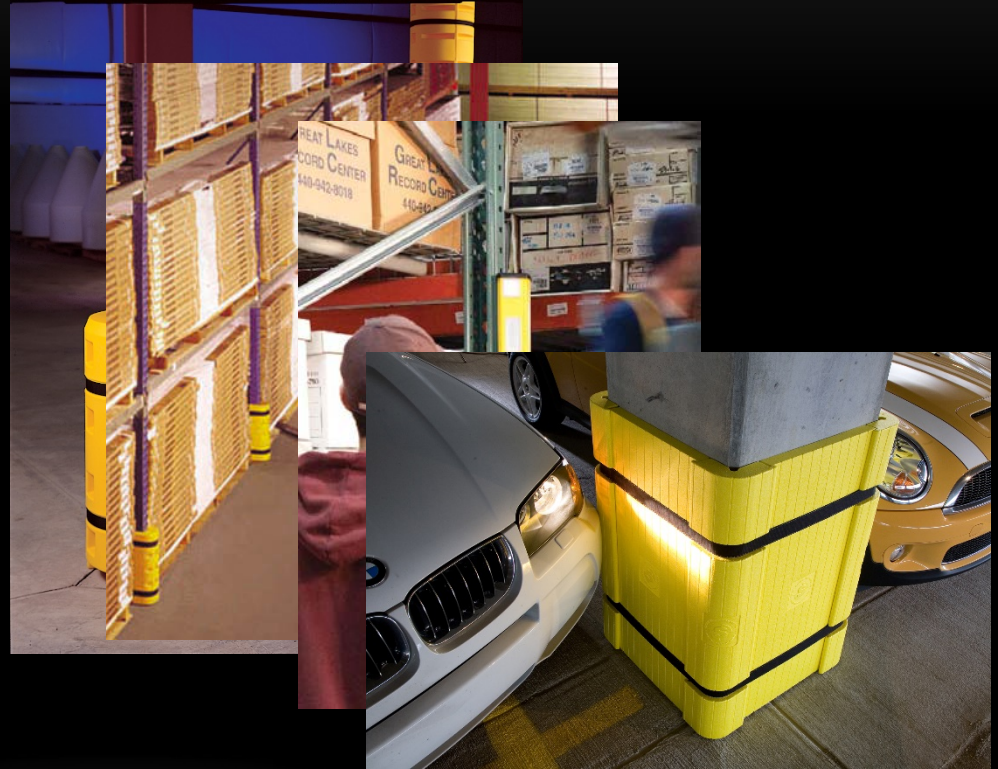
SENTRY PROTECTION PRODUCTS

- *Established in 1998*
- *Products are protectors for industrial buildings – columns, racks, corners, parking garages*
- *Small (<10 employees)*
- *Contract manufactured*
- *Shipped from Ohio*



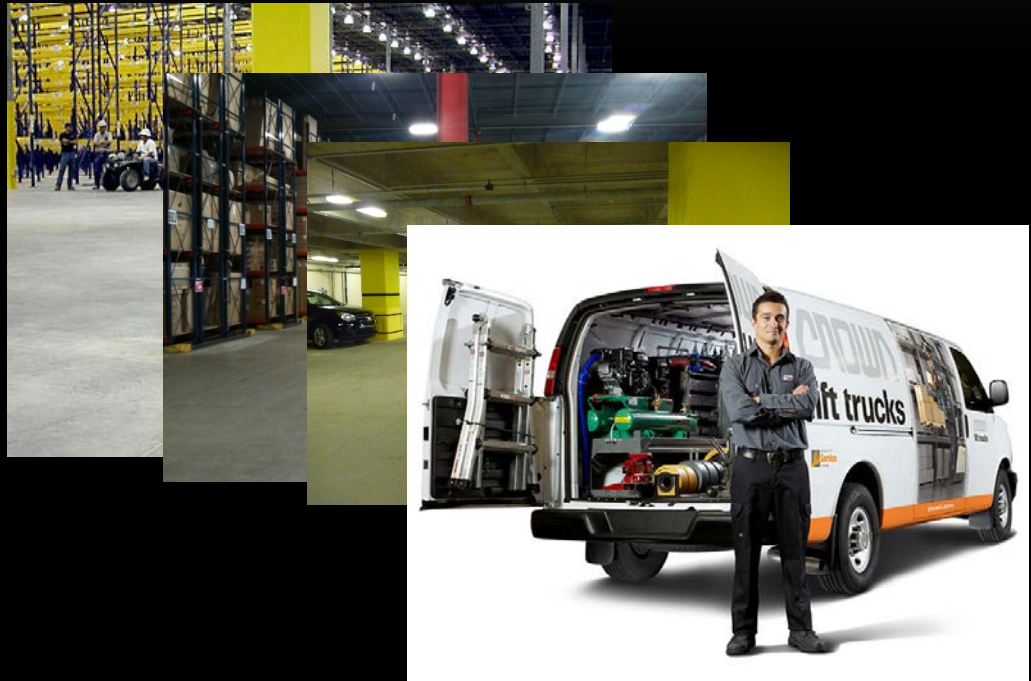
SENTRY PROTECTION'S PRODUCTS

- *Building column protectors*
- *Pallet rack protectors*
- *Safety warning devices*
- *Parking garage protectors*



SENTRY PROTECTION'S CUSTOMERS

- *Warehouses*
- *Industrial Plants*
- *Parking Garages*
- *Resellers*
 - *Forklift resellers*
 - *Material handling resellers*



WHY DO WE EXPORT?

- *The Internet!*
 - *The need exists for more than just your local market*
 - *Look at where your products make sense*
 - *Why not you?*
-

HOW DID WE GET STARTED?

- *Looked for help*
- *Set up logistics*
- *Set up financials*
- *Set up taxes*



ESTABLISHED LOGISTICS

- *3rd party logistics center*
- *Fiscal representatives*
- *Bank accounts*
- *Local pricing*
- *Local resellers*
- *Local producers(?)*



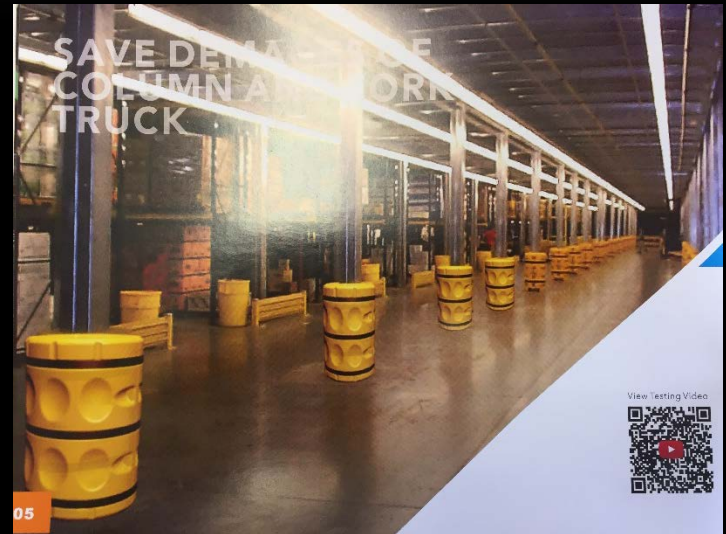
HOW DID WE FIND CUSTOMERS?

- *State of Ohio European Office*
- *USDOC “Gold Key” services*
- *Trade shows: our first in 2000*
- *Advertising*
- *Travel (Ohio office)*



LESSONS LEARNED

- *Get out of the gate quickly –others will take the market if you don't*
- *Protect your I.P.*
 - *Patent rules are different in other places.*
- *Stay with it*
 - *Continually review and evolve your program, just as you do domestically*



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