



EFCO has an expertise in exporting to local markets around the globe

EFCO's product development, customer service, distribution and technical support teams work closely with our international prospects and customers to provide an unrivaled expertise in international business. Our products are formulated to meet local market flavor preferences, while also meeting local regulatory requirements around the globe and on time.

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September 2014



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**EFCO HAS AN EXPERTISE
IN EXPORTING TO AND
SERVING CUSTOMERS IN
THEIR LOCAL MARKETS
AROUND THE GLOBAL
FOR 30 YEARS.**

EFCO's success in international markets has resulted in this segment being one of the fastest growing parts of our business.

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- DAVID A. MILLER
VICE PRESIDENT SALES AND MARKETING, EFCO PRODUCTS, INC.



IN THIS EXECUTIVE SUMMARY, QUICKLY LEARN THE FIVE POSITIVE HIGHLIGHTS OF EFCO'S EXPORT EXPERTISE.

001//LOCAL MARKET FOCUS

We meet specific needs of each customer based on local market preferences and do not simply take US market products and expect them to work in our customer's country of operation.

002//WE KNOW LOCAL FOOD REGULATIONS

We maintain knowledge of local food regulations and formulate products to meet these parameters, often removing artificial flavors and colors, preservatives, alcohol based flavors, GMOs and corn sweeteners.

003//PRODUCT DEVELOPMENT

Our product development team works directly with our customers to formulate ingredients that match local market preferences for flavor, color, sweetness, texture and other attributes.

004//LOGISTICAL EXPERTS

EFCO's customer service and distribution teams are experts in getting the right product in market on time - anywhere around the globe.

005//SALES + TECHNICAL SUPPORT

EFCO has technical representatives that can visit local markets to help support our product line and demonstrate best uses and practices in wholesale, retail and supermarket bakeries.

**NOW YOU KNOW THE SHORT OF IT.
CONTINUE READING FOR AN IN-DEPTH EXPLORATION
AND DISCOVER WHY EFCO IS AN EXPERT AT EXPORTING TO LO-
CAL MARKETS AROUND THE GLOBE//**



MORE THAN A CAPABILITY. AN EXPERTISE.

At 10 years, it became a capability. At 20 years, you could say we have experience. But, at 30 years and counting, we're down right experts. Experts at exporting into local markets around the globe. We can take any of our products, or better yet, create new products just for you - just for your market - and get them when and where you need it. Anywhere around the global.

It's about being global and local all at the same time. We understand the specific needs of customers in local markets around the globe. We listen and learn and work hard to be able to create custom ingredients that take local preferences for flavor, color, sweetness, texture and other attributes into consideration.

We also maintain knowledge of local food regulations and are able to formulate products to meet these requirements. It very often involves being sensitive to the following characteristics that should be avoided and create a cleaner label:

- Artificial colors
- Artificial flavors
- Alcohol based flavors
- Preservatives
- GMOs
- Corn sweeteners

EFCO serves customers in both the Eastern and Western hemispheres with a robust team that includes product development, customer service, distribution and technical support departments. It's no wonder EFCO is a proven successful leader with an outstanding safety and quality record that our international customers have trusted for over 30 years.



A PRODUCT DEVELOPMENT TEAM THAT'S ALWAYS DEVELOPING, WELL, PRODUCTS.

Every local market is unique and special in its preferences and food regulations. Our product development team understands these local food regulations and works closely with the research teams of our customers. This direct communication speeds time to market and reduces the chance for miscommunication. And it is this extended communication that allows our product development team to formulate ingredients that match the local market's preferences.

Equally as important to the product development team's direct communication with our clients, is their extensive diversity. Diversity not just in their ethnic and cultural backgrounds, but in their skill set. With chef's and food scientists also pulling from their collective cultural and ethnic experiences, the team is more easily able to formulate products that match the very fabric that defines an international marketplace.

LOGISTICS. GET THE RIGHT PRODUCT IN MARKET, ON TIME.

This is one of the most critical components of our international export expertise and its success is owed to the customer service and distribution departments at EFCO. In particular, there are four key strengths that enable us to make certain we get the right product into each local market, on time.

Documentation - It is specific to every country and we pay particular attention to make certain these documents are filled in precisely to ensure that the product will be able to be processed and accepted in your country without delay.

Transportation - Selecting the right mode or combination of modes to transport product lowers the overall distribution cost.

Efficiency - We maximize the amount of product that can be placed into containers to minimize distribution costs yet, at the same time, lay out the container to prevent damage during transit.

Responsiveness - We have dedicated staff to meet the needs of our international customers with speed and accuracy.



IN THE FIELD. AROUND THE WORLD.

With EFCO, you get on-the-ground support from the sales and technical support teams. There is no substitute for direct interaction and market knowledge. EFCO representatives frequently travel to international markets to visit with prospects and customers to learn more about specific needs and market demands.

And EFCO representatives are bilingual which helps us communicate in your native language. It is an added resources that allows us to accurately share information and capabilities.

Our technical representatives visit markets around the world and help support our product line by demonstrating best uses and practices in the bakery. Our bakery technicians have extensive experience in wholesale, retail and supermarket bakeries. This also aides our ability to create signature items and new programs.

OUR TIME IS YOUR TIME.

No one ever said this was a 9 to 5 job. We know the world doesn't operate in one time zone. We take great pride in providing the finest product and service, no matter which market we are serving. We work with our customers and prospects to coordinate conference calls and communications that match their normal hours of operation.

There is so much we can do to create new products that are custom formulated to meet the needs of your local market. And we have the team and expertise to make sure we get that product from us to you - no matter where you are.

Let's continue the discussion about how EFCO's international export expertise can be used to benefit you and your customer, in your local market.



**EFCO'S TEAM
MAKES CERTAIN
THAT THE RIGHT
PRODUCTS GET
IN YOUR LOCAL
MARKET AT THE
RIGHT TIME. WE
ENSURE THAT
PRODUCT IS
PACKED IN
CONTAINERS
EFFICIENTLY
AND SAFELY.**



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BITES an on-going series of insights about food and beverage innovations from EFCO providing chain restaurants with inspiration to increase efficiencies, patron appeal and reduce waste to otherwise become more competitive

EFCO Products, Inc.
130 Smith Street | Poughkeepsie, NY 12601

CALL 800.284.3326

VISIT efcoproducts.com

EMAIL ideas@efcoproducts.com

MADE IN THE  USA

LET'S CREATE SOMETHING **IRRESISTIBLE**

