



MEMBER SPOTLIGHT



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SBEA/NSBA Member since 2015

Congressional Representatives
Sen. John Cornyn (R-Texas)
Sen. Ted Cruz (R-Texas)
Rep. Joe Barton (R-Texas, Dis. 6)

Tell us about your company.

Polyguard Products specializes in products which protect surfaces and structures from moisture, water, or other undesired substances. We manufacture specialty pipeline coatings, anti-corrosion products and waterproofing products that are used for engineering and construction, and is present in the oil and gas, HVAC/insulated piping and commercial, highway and residential construction industries.

What is the toughest challenge facing your business right now?
The toughest challenge we're facing today is the standardization of international norms based on mass market technologies that can be easily outperformed, yet differ on properties. Polyguard makes products that are differentiated and superior, and it is important to understand that superior products may not meet those physical property and material specific standards. There is a discrepancy in standards and perceptions between foreign and domestic markets, which hinders access.

What do you consider the largest challenges to selling your goods and/or services to foreign customers?

The largest challenge would be demonstrating the benefits and quality of our products to the clients and customers overseas, showing them Polyguard is a true industry leader in the production of self-adhesive protective coatings for engineering and construction. The cost and time associated with the process takes time away from further growing our international business.

What are the key benefits of exporting to your business?

A key benefit of exporting for our business is that once the customer uses our product they almost never leave and go to a competitor. Exporting our best technologies has allowed us to expand our sales for those products.

How many years have you been exporting and how has trade boosted your job/sales growth and global competitiveness?

We have been exporting for over a decade and greater export trade opportunities have significantly expanded and benefited Polyguard. As a result of exporting our superior technology and products, our company's profits have bolstered.

How has your company benefitted from preferential treatment under bilateral/multilateral free trade agreements?

We export niche products not covered in free trade agreements (FTAs). Therefore, I would suggest that whenever FTAs are negotiated that they are aware of the strength of differentiation and how norms and standards can often be used to block entry into foreign markets.

What types of federal support for exporting are most useful to you and your company as an exporter or as a potential exporter?

We utilize the Commercial Service's Gold Key business matching program and the Export-Import Bank's (Ex-Im Bank) credit insurance. With the Commercial Service we set the record by doing more than 60 Gold Keys deals. We have also been using Ex-Im Bank's credit insurance for nearly a decade because it is simple, easy to use and helps us eliminate payment risk from the equation. If Ex-Im Bank was not reauthorized, we would need to seriously reconsider our risk management as dealing with the private sector is more burdensome.

What is the best exporting advice you can offer fellow SBEA members?

My advice would be that when starting to export keep in mind that it takes about three years to see real results and five years to mature. You must have patience and understand if you are new, you need to allow time for your own learning curve.