

**NMMA**

# Global Star 2019

Exemplifying Export Success in Recreational Boating

## Meet NMMA's first Global Star 2019!



[Dr. Shrink](#), a Michigan-based international shrink wrap supplier is in business to make business. That's why Dr. Shrink has grown the company's international sales to account for almost 15% of its total annual gross revenue. "We've found that our international business has become very good for us in terms of increasing sales and also developing terrific business relationships around the world." says Mike Stenberg, president and CEO.

But, it hasn't always been an easy road getting to where they are today. About 22 years ago, less than 2% of annual sales came from overseas. It took a lot of work to achieve the growth that led to the current number, since the company was not yet familiar with the nuances of export sales including customs considerations and harmonized tariff codes. Dr. Shrink has experienced shipping to Russia on short notice (one of the toughest export markets to sell to), supplying shrink wrap to protect the 2,600' tall prayer tower in Mecca in the Kingdom of Saudi Arabia, and mitigating payment challenges.

For its perseverance and commitment to growing a healthy balance between domestic and international sales, the NMMA is proud to recognize Dr. Shrink as our first **2019 Global Star**—a new initiative designed to recognize NMMA members who exemplify export success in recreational boating.

Dr. Shrink made their first export sale back in 1997 to Ireland. Sadly, this first customer also tried to deceive Dr. Shrink with a forged wire transfer document. Luckily, however, the company didn't give up and instead learned very quickly that exporting requires an investment of time and resources and knowledge. Dr. Shrink now has two full time team members who specialize in international shipping and banking transactions to ensure smooth sailing.

Here's a tip offered by Mike: "We offer every new international customer an opportunity to meet with us, on their home turf. This not only gives our company first-hand experience regarding their needs and situation, but it also helps to build a solid relationship that shows that we value their business."

**NMMA's Export Development program is here to assist any NMMA member achieve export success. At NMMA, we believe that exporting isn't a luxury but a necessity for any company that wishes to compete effectively in today's global economy.**



To learn more, visit [nmma.org/international](http://nmma.org/international) or contact us at 954-441-3234.

If you'd like to be considered for a Global Star, please contact NMMA's Sr. Director for Export & Workforce Development Julie Balzano at [jbazono@nmma.org](mailto:jbazono@nmma.org)