

NMMA

Global Star 2019

Exemplifying Export Success in Recreational Boating

The return on investment is well worth the effort!



With almost 10% of annual sales currently attributed to international markets, [SeaDek Marine Products](#)—a leading manufacturer of non-skid traction products for the marine environment based in Rockledge, Florida—remains committed to diversification and knows that their export program helps to achieve that goal.

When SeaDek first branched out internationally, they would sell to anyone who called and asked to buy their products. However, they quickly learned that the level of quality and customer service varied considerably from company to company, and that a more discerning, strategic approach was required. That's when the company got serious and developed their current [SeaDek Certified Fabricator and Installer Program](#), which allowed them to quickly expand internationally while maintaining a very high level

of quality and service. SeaDek has grown their export sales an impressive 82% since 2016.

While there are many complexities to successfully exporting internationally, SeaDek believes the return on investment is well worth the effort. In addition to global sales, expanding the reach of the company to international markets provides valuable brand name recognition. SeaDek now benefits from a large and continual pool of interested fabricators interested in working with an established brand, allowing the company to select the best of the best.

Considering that their export growth strategy wasn't launched until their first showing at [METSTRADE](#) in 2014, SeaDek's rise to international success has earned them [Global Star](#) recognition. Starting with Australia as their first substantial export market, SeaDek now exports to more than 40 countries around the globe.



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 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