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Super Rod – Case Study, 2009

Background: Super Rod had developed a market successfully in the UK, for an innovative range of hand tools to assist with the installation of cable. Ultimately winning the Queens Award for Innovation in 2008, for saving an industry over 9 million labour hours worth over £450m, in that year alone.

The challenge: To take this innovation into the North American market. The company had made several attempts through traditional channels, exhibitions etc. with lots of interest but no real commitment.

The objective: To target a limited number of states, establish a distribution network for SR products in those selected states.

The plan: We recognised that this was not a path we could walk alone, and were introduced to Russ from Global Consulting, to discuss the project. Super Rod was impressed by Russ's local knowledge and connections, but most of all his enthusiasm for the project. We then agreed the following actions:

- Detailed project brief developed by SR
- Project accepted, and communication points agreed
- Time lines and delivery of project

The delivery: Now at this point it is important to point out that when you work with Global Consulting, this is NOT the easy option. Russ will drive and push for the highest standards from ALL involved. This is not transference of responsibility and the client waits for the orders to come in. In summary, "you will get out, what you put in", Russ and GC need feeding with as much information as you can throw at them.

Yes there will be issues on the way, but you judge a company on how you deal with them, and in every case Super Rod and Global Consulting did not disappoint each other.

The results: An excellent six day road trip across three states, with key appointments made with decision makers. Initial stock quotation's for over \$500,000. Which was well above our expectations. Four months after the trip we are now starting to turn these quotations into orders with first shipments due to hit the US in June, less than six months after our first visit.

Conclusion: If you are looking for someone to do all the work for you, wave a magic wand Russ and GC are not for you. (and anyone who promises this should be questioned). If you are looking for a partner who will help you identify and meet contacts with REAL potential, then look no further.

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