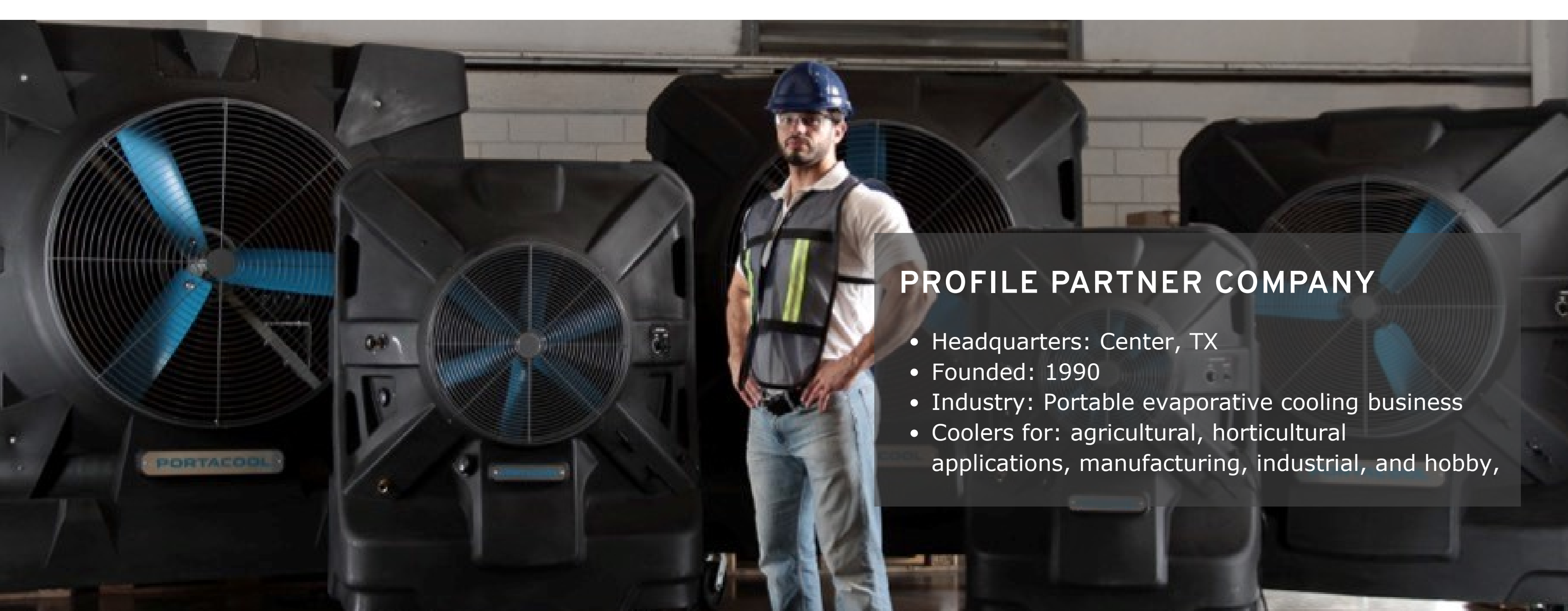


# CASE STUDY HVAC EUROPE



## PROFILE PARTNER COMPANY

- Headquarters: Center, TX
- Founded: 1990
- Industry: Portable evaporative cooling business
- Coolers for: agricultural, horticultural applications, manufacturing, industrial, and hobby,

## INTRODUCTION

The importance of testing new target markets first and staying flexible before taking long-term decisions regarding investments is well understood by EuroDev. Therefore, we offer introduction programs which enable North American companies to familiarize themselves with the European Automotive industry in a cost-effective and reliable way: from market research, to lead generation, and potential client visits together with our principals. This case study provides an overview of EuroDev's services and shows how the 4-month program is applied in a specific context. Below, the collaboration with a US manufacturer of dry cleaning operation solutions is outlined through the different market-entry phases.

## EUROPEAN SALES EXPANSION

### PORTACOOOL: WHEN COMFORT COUNTS

Portacool LLC is a *portable evaporative cooler* manufacturer based in Center, Texas. The product range of evaporative coolers is sold in the agricultural and horticultural industry, to manufacturing sites and business, entertainment, sports and domestic spaces. The Portacool product range offers a strong value proposition in a professional, commercial or domestic space as it allows for temperature degradation, which enhances productivity and comfort.

### GLOBAL AMBITION AND CHALLENGES

Portacool LLC had strong international ambitions, fed by positive market responses through trade shows and their online presence. The location of the factory posed a complex managerial challenge due to the time zone and language barriers, as well as limited visibility of overseas' markets and channels. Establishing a durable business footprint in Europe would require a local presence and a dedicated team. Due to the product popularity and marketing efforts, Portacool had already been able to establish a modest distribution network. To effectively manage and further expand this network, the partnership with EuroDev was formed.

### ACCELARATING EU SALES THROUGH EURODEV

Since 1996, EuroDev (The European Business Development Group) has helped over 250 mid-sized North American companies become successful in Europe. This is structured through the EuroDev business model: a unique sales outsourcing partnership in which EuroDev business development professionals are assigned to represent the North American manufacturer in the complex EU market space. The project team acts on behalf of the manufacturer as their EU sales team – thereby establishing their European office. In 2017, Portacool Europe was established.

#### Gripping the market & scope of work

To establish and embed industry specific knowledge within the Portacool Europe team, a brief market research was performed. This research outlined;

- ✓ Relevant macro, meso and micro market data;
- ✓ Portacool's value proposition;
- ✓ Competitive environment
- ✓ Sales channels & Target customers;
- ✓ Marketing mix (price, place, promotion, product)

#### MEET THE BUSINESS DEVELOPMENT MANAGER

- Olga Hoving
- BD manager @ EuroDev since early 2017
- Specialisms: HVAC| Tech | IT
- Languages: Dutch, English, and German



Using the data gathered during the market research, the team was able to formulate recommendations concerning the sales strategy. In brief, the recommendations contained the following angles:

#### Market entry

Initial focus on large distributors covering safety equipment in work spaces.

#### Multi-channel approach

Engaging with multiple distribution channels: industrial equipment, MRO (maintenance, repair and operations industry) and the equipment rental industry.

#### Brand awareness

Initiate/increase local marketing efforts through a combined push and pull strategy, which include multilingual, on- and offline promotions and visits to relevant trade shows.

#### Direct sales

Establishing face-to-face meetings with potential distributors, assessing the projects these companies are involved in and their competitiveness.

#### After sales

24/7 support from the US & EU, qualifying and engaging with local EU technical service partners.



### GROWING THE BUSINESS; BEST PRACTICE EXAMPLES

Portacool already has a network of distributors in Europe. These distributors need to be able to provide local, technical support for customers and actively promote the range of evaporative coolers. In 2018 the choice was made to focus on one series of coolers to offer in Europe, produced especially for the industrial market. The main challenge was getting the existing distributors informed about and on board with this new approach.

EuroDev evaluated the business in various countries in Europe and worked on expanding the distributor network in order to have good coverage in each region. EuroDev developed relationships with distributors across the UK to cover the London area and Manchester area. . Two new distributors were found in Spain to cover areas where there had previously not been direct local support.

Portacool LLC ultimately moved their European warehouse to the Netherlands, currently supplying all of Europe within a reasonable time frame for delivery. From the European office, the team is able to provide partners with imminent support and customer service in various languages. This has proven to be key in the continued development of relationships with existing distributors and further expansion of the business in Europe.



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## WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defining purpose to help mid-sized American companies expand their business in Europe. We have developed a proven, successful development model; and since our founding, we have partnered with over 250 US companies to help them define and meet their European business goals.



### SALES OUTSOURCING

Dedicated sales and marketing teams for North American manufacturers who want to expand in Europe



### HR OUTSOURCING

Professional employer organization services, HR management and recruiting solutions across the EU



### M&A CONSULTING

Comprehensive buy-side services: research to deal-closing, for companies interested in European acquisitions