



FACES *of* TRADE[®]

**ADVANCED
INDUSTRIAL
SYSTEMS, INC.**



Prospect, Kentucky

David Neal
Vice President

Industry
**Process and Temperature
Solutions**

Number of U.S. Employees
5

Years of International Involvement
20+

www.advindsys.com

Advanced Industrial Systems, Inc. (AIS) just broke into foreign markets a few years ago, but already the company is exporting to 13 countries around the globe. And, according to Vice President David Neal, international business hasn't just boosted AIS's bottom line; it has also enhanced their products and services across the board. Working with overseas clients, Neal explains, "has caused us to become better at what we do, because there's not much room for error, and you need to learn how to get it right the first time."

It's not surprising then, that Neal attributes much of the company's international success to its commitment to value-added customer service. "Our clients are confident that they will receive excellent post-sale service and support," he says. "We customize our products to meet customer needs, and we have a section on our website which we constantly update [with] detailed information and configuration questions about particular products."

The Internet has proven to be a great resource for small companies like AIS that do business with customers all over the world. "It provides us with a phenomenal way of reaching our customers," he says. But as savvy as the company has been about taking advantage of such resources, there are still barriers that keep AIS from achieving the volume of international sales that they could. "Foreign trade barriers make our products excessively expensive in some countries," Neal explains.

"Trade agreements can make a big difference for American companies. Trade oriented legislation will help AIS, because import taxes can be very high in some countries. Taxes can make our products difficult to afford. Free trade agreements enable us to enter new markets with fewer complications and restrictions—at an affordable price."