

Elasto Proxy Inc.

Being in Brazil

**ELASTO
PROXY** INC.
The Art of Sealing



A Brief History

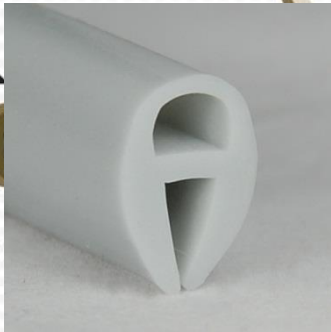
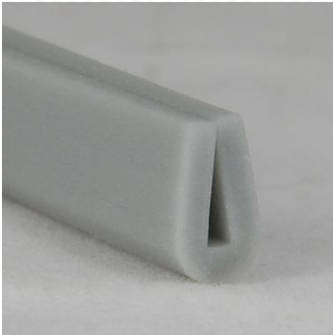
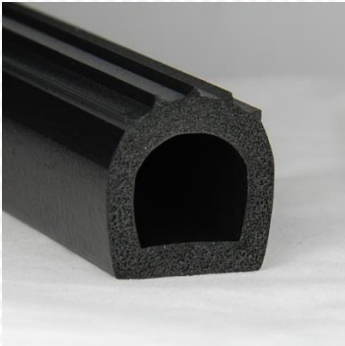
- 1989 - Elasto Proxy was founded by Doug and Donna Sharpe
- 1990 - First warehouse established in St-Eustache, Quebec
- 1997 - Opened second location in **Newmarket, Ontario**
- 1998 - Moved to larger facility in Boisbriand, Quebec
- 2006 - **Simpsonville, South Carolina** location opened
- 2011 - **Shanghai** Office location opened
- 2012 - **Boisbriand, QC** head office expanded to new location
- Total of 35,000 square feet

**ELASTO
PROXY** INC.
The Art of Sealing



Manufacturing Capabilities

Elasto Proxy produces a wide variety of high quality custom components in all shapes, sizes, quantities and colors.



Timeline in Brazil

- 2000 – Signed first Brazilian customer contract
- June 2012 – Awarded Passeport PME Prize
- November 2012 – Commercial mission to Sao Paulo
- March 2013 – Second mission to Brazil
- August 2013 – Passeport PME sponsored trip to Brazil
- January 2014 – Fourth trip to Sao Paulo
- February 2014 – Began R&D testing for Brazil project

ELASTO
PROXY INC.
The Art of Sealing



Keys to Going Global

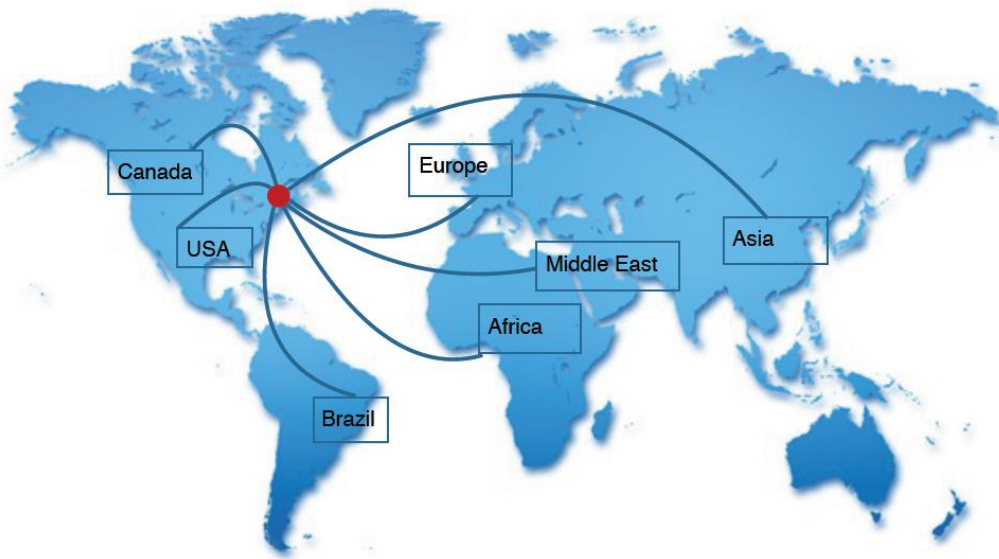
- Offer a unique product with exceptional service
- Earn the customer's trust
- Build relationships with North American customers and sell to international branches
- Communicating with customers in their language
- Adapted marketing tools

ELASTO
PROXY^{INC.}
The Art of Sealing



International Growth

- Only 20% of our sales are within our Québec territory
- Exportation was essential to our strategy



**ELASTO
PROXY** INC.
The Art of Sealing



Our Game Plan

Niche Strategy in markets experiencing growth

- Small to medium volume
- Custom products
- Partner with local vendors
- Specialized applications

ELASTO
PROXY INC.
The Art of Sealing



SWOT Analysis

STRENGTHS

- Good reputation in Brazil already established
- Adapted marketing plan
- Employees who speak Portuguese

WEAKNESSES

- Lack of experience with local companies
- Resources stretched thin due to interest in several different international markets

OPPORTUNITIES

- Brazil is the “economic giant” of S.A.
- Immediate infrastructure needs
- Canada to Brazil exports are strong

THREATS

- Competition is strong
- Currency risks
- Very high taxes and duties on imports

ELASTO
PROXY INC.
The Art of Sealing



Innovative Solutions

- Innovation through our application knowledge
- Committed to continuous improvement
- Customer support through the problem resolution process
- Creative technical design & application knowledge

**ELASTO
PROXY** INC.
The Art of Sealing



Thank You!
Merci !
Obrigado!

ELASTO
PROXY^{INC.}
The Art of Sealing

