

WTC Member Spotlight

ELSNER ENGINEERING WORKS, INC.



Profile... Elsnor Engineering Works, Inc. designs and manufactures special machinery for the converting and packaging industries. They celebrated their 75th anniversary as a 3rd generation family owned and operated business in 2009. Elsnor's line of over 40 different rewinding, folding and overwrapping machines is used to convert and package such products as disposable disinfectant and baby non-woven wipes, gift wrap paper, aluminum foil and wallpaper. Local Elsnor customers include York Wallcoverings and E-CORE (both WTC members).

Year Joined: 1991 (Founding Member)

Location: Hanover (Headquarters)

Key Contacts:

F. Rusty Elsnor, President & CEO

www.elsnereng.com

Global Trade Highlights:

First international sale to the UK in 1960, then to Italy ♦ Today, exports approach 50% of annual sales volume ♦ Over 2400 Elsnor machines operate in 60 countries ♦ Sales office in Bremen, Germany, and offers field support from Shanghai, China ♦ Regularly attends major industry international trade shows

We are WTC Members Because... Twenty years ago, Elsnor's President Bertram Elsnor knew that area companies were facing similar challenges and issues related to exporting as his company did and he realized that by meeting with fellow exporters, they could share insights, challenges and opportunities. Needless to say, Bertram was one of the founding members of what is now the WTC, and remained active with the organization until his retirement. Bertram's nephew Rusty Elsnor followed his footsteps, as Elsnor's President and CEO, and also as a WTC board member. Rusty has shared his knowledge at WTC events and with WTC members and he says "I would recommend the WTC to anyone who has any intent of tapping into the global economy on the sales front."

International Trade Lessons Learned... A lot has changed in over 50 years of exporting, but then again, a lot has stayed the same. At the end of the day, it is still people selling to people. If the product fits and you can make the customer comfortable that you are able to support them, the sales will materialize. The challenge is to understand and research the culture before entering a marketplace and then enter it with the knowledge that there will be obstacles to overcome and you may have to change your product to fit the market. We have made mistakes in our exporting career, but each mistake has provided us with insight as to why not to do it again. Our first trip to China turned out to be a blunder, but we gained a true appreciation for what not to do and now, some 16 years later, we have had a lot of success there by securing the proper partner. We knew that overseas customers preferred "metric" machines, but it was not until we lost sales to foreign competitors that we invested in re-tooling our equipment for a global demand, which actually allowed us to enter additional new markets.

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