

One of Two: How a U.S.A. Manufacturer Broke into a Small, Competitive Market

Challenge

Established in 1990, Advanced Probing Systems (APS) is a leading global manufacturer of probe needles for semiconductor wafer testing. APS is one of the few probe needle manufacturers worldwide and one of only two in the United States of America. With the semiconductor industry's growth, APS saw an opportunity to expand internationally.

Solution

With a superior product, APS actively pursued international business. But requiring cash-in-advance payments forced potential customers to purchase from local sources. By utilizing EXIM's Export Credit Insurance, API was able to offer attractive payment terms that did not impose financial restrictions on its customers, which made the company more competitive.

Result

In an industry dominated by Asian suppliers, APS is able to compete and thrive. The combination of a quality U.S.A.-made product backed by EXIM insurance provided the key to helping APS remain competitive in regions where the company was competing against local companies.

After Working With EXIM

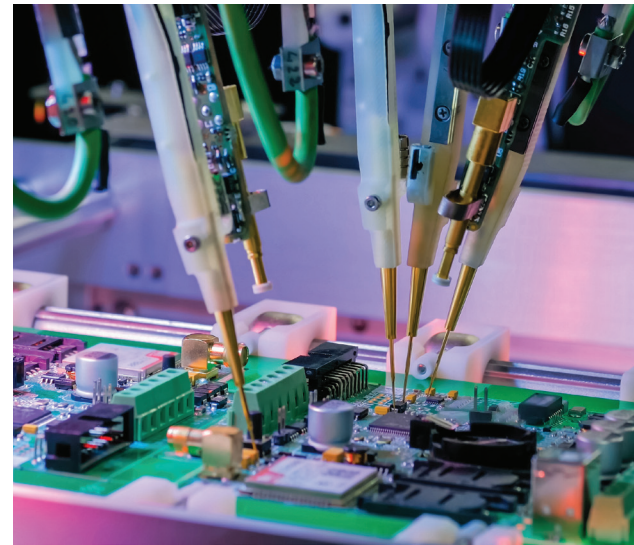
"With the introduction of EXIM, we were able to insure our receivables for a very competitive price and offer terms to the customers. Additionally, we were able to use our receivables as collateral to borrow against for working capital."

Edward Johnson, CEO & President of Advanced Probing Systems



**Make Your Own
Success Story**

This is a descriptive summary to be used only as a general introductory reference tool. The complete terms & conditions of the policy are set forth in the policy text, applications, and endorsements.



Louisville, Colorado



Exports to Taiwan, Austria,
United Kingdom, Korea



Uses Export Credit Insurance

Results



75% of sales are international



Increased competitive edge

