

Success Story: Awareness Technology, Inc.

# EXIM Supports Innovative Lab Ideas for the Global Market

## Introduction

Founded in 1982 in the home of Mary and Gary Freeman in Florida, this woman-owned small business designs, develops, and manufactures instruments used in various laboratories to test the safety of food, water, and even wine, as well as for numerous medical tests, including those in the veterinary industry. Critical decisions are often based on the results produced by these instruments, underscoring their importance and reliability.

## Challenge

The company had been working with markets in Germany, Bolivia, and Russia and was ready to expand their global footprint. The challenge was ensuring peace of mind when selling into these new markets, and alleviating potential risks associated with extending longer payment terms to customers abroad.

## Solution

Since utilizing EXIM's Export Credit Insurance, Awareness Technology has been able to expand to new markets in India, Saudi Arabia, and Brazil by extending credit to international buyers. This insurance policy protects the company's global account receivables so it can sell on terms and mitigate the risk of nonpayment.

## After Working With EXIM

"With EXIM's support, we've been able to offer our products internationally to customers requiring longer payment terms. These policies have mitigated the risks of nonpayment and opened up new opportunities for growth, contributing to our global success."

Mary Freeman, President of Awareness Technology



**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.



Palm City, Florida



Exports to Germany, Bolivia,  
Russia, India, Saudi Arabia,  
Brazil, and Peru



Uses Export Credit Insurance

## Results



57% of sales are international



\$7 million annual sales

