

Success Story: W.S. Badger Co., Inc.

EXIM Helps Badger Soothe, Heal & Protect

Introduction:

Natural Revolution

This women-owned small business is on a journey to a healthier world using the finest organic plant extracts, exotic oils, beeswax, and minerals to make the safest, most effective products possible. Back in the mid-1990s, founder Bill Whyte worked as a carpenter. He worked hard, and so did his hands. One night, seeking a soothing solution, he mixed up some beeswax and olive oil to create a simple herbal balm. It helped his hands so much, he decided to share it with everyone he knew. Family owned and operated, the company is now led by second-generation family members Emily and Rebecca. The Badger Balm line has grown to include lip balms, baby products, sunscreens, bug repellents, face care, and more!

The Challenge:

Offering Credit Terms

Badger was working with a new distribution partner in China that needed credit terms to launch Badger's products into that market. Without a solution to this challenge, Badger was unwilling to take the risk of nonpayment and grow the company in this new market.

The Solution:

Export Credit Insurance

Badger worked with the International Trade Office at the New Hampshire Division of Economic Development and was put in contact with an EXIM Regional Director to explore EXIM products and services. EXIM's Export Credit Insurance was the solution. The insurance protects Badger's foreign account receivables so they can sell on terms and reduce risk of nonpayment.



BADGER



Gilsum, NH



Exports to China



Uses Export Credit Insurance



The Result:

Increased Sales

Before discovering EXIM, Badger’s export focus was to a specific set of markets. By partnering with EXIM, the company has expanded internationally and plans to increase their export related sales in 2024.

- ✔ New international distribution partner was acquired to increase export revenue
- ✔ Began exporting to China



“We had a new opportunity in an important market for Badger and EXIM solved what would otherwise have been an impasse.”

Iris Piedmont-Fleischmann, Director of Sales of Badger



Make Your Own Success Story:

For more information about EXIM programs and connecting with a member of the Emerging Exporter Business Development team.

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.

