

Success Story: ATMOS 360 Manufacturing, LLC

Using Invoice Insurance and Factoring for More Cashflow

The Challenge:

Maintaining Cashflow for Growth

ATMOS 360 Manufacturing, a minority-owned business in Cincinnati, specializes in industrial air filtration equipment that improves indoor air quality. It needed cash to purchase inventory and implement a growth strategy, but more than 30% of revenue came from overseas customers. Credit terms were excellent to win sales, but also meant waiting on payments from customers.

To combat this, the business turned to factoring. Factoring is the practice of selling unpaid invoices to a financial institution, allowing ATMOS 360 to receive its cashflow immediately. The factor then collects the payment from the foreign buyer at a later date.

Since in these situations the financial institution also assumes the risk of nonpayment, the factor had one additional requirement: ATMOS 360 Manufacturing needed to procure an invoice insurance policy to qualify, as this would protect the factor's investment.

The Solution:

Securing Invoices Against Nonpayment

With a major portion of ATMOS 360 Manufacturing's business coming from overseas customers, the Export-Import Bank of the United States (EXIM) was uniquely qualified to provide the protection the factor required. EXIM offers nonpayment protection on sales in more than 180 countries, and on invoices as low as a few hundred dollars. ATMOS 360 Manufacturing worked with Export Insurance Services, an insurance broker, to secure Export Credit Insurance; it now uses a short-term small business multi-buyer policy.



Hamilton, OH



Asia, Europe, Canada,
South America



Uses Export Credit Insurance



The Result:

Meeting Its Financial Goals

ATMOS 360 Manufacturing has been able to meet its business goals through a combination of financing partners: its factoring institution, Export Insurance Services, and EXIM. With this support, ATMOS 360:

- ✓ Expanded their sales in various markets across multiple continents
- ✓ Nearly doubled its workforce by creating jobs needed to support export sales



"Sales are increasing, and since we are able to factor our exports, we have more cash on hand for inventory and business building activities."

Ben Moore, President of ATMOS360 Manufacturing LLC



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