

Success Story: Nulo

Elevating Pet Food Through International Credit Terms

The Challenge:

Taking a Labor of Love Global

In 2009, Michael Landa founded Nulo with a simple goal in mind: creating a healthier line of foods and a better life for his dog, Max. He had discovered that most pet food recipes were about as nutritionally beneficial as fast food is for humans—made with empty calories that came from filler ingredients. Concerned with what he was feeding Max, Michael knew there had to be a better option for his buddy and for all pets. He made it his mission to create recipes that could live up to his standard of quality and vowed to never take any shortcuts with his product. His premium pet food company has become one of the fastest growing brands in the industry, helping dog and cat owners make responsible choices.

In 2018, Nulo began expanding into select international markets. The company is committed to supporting its distributor partners in order to build brand awareness and drive consumer engagement. So in 2020, when a new distributor needed extended payment terms, the company knew it needed a way to mitigate its risk.

The Solution:

The Protection Needed to Offer Credit

To achieve a solution that met its needs, Nulo turned to EXIM. After connecting with an EXIM-registered insurance broker, United Risk Consultants, Nulo obtained an Export Credit Insurance policy. This enables the company to offer credit terms, shorten the time to market, and minimize its risk exposure. EXIM policies are also flexible enough to cover one buyer, an entire portfolio, or anything in between.



Austin, TX



Asia, Latin America



Uses Export Credit Insurance



The Result:

Security Through International Sales

In Nulo’s experience with international expansion, exporting can guard against domestic market conditions by diversifying markets—which ultimately boosts revenues. The company has:

- ✔ consistently grown sales through exporting
- ✔ exported to six countries, with plans to add more



“In spite of the many operational complexities involved in expanding into new markets, it is worth the effort to deliver the best pet nutrition available to dogs and cats around the world. EXIM offers excellent tools to assist businesses in overcoming the many challenges and complexities of exporting in order to expand into global markets.”

Chris Bracamontes, Director of International Sales at Nulo



Make Your Own Success Story:

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