

Success Story: West Paw Inc.

Safely Taking Eco-Friendly Dog Products International



The Challenge:

Popularity Triggers Explosive Growth

West Paw Inc. is a family-owned manufacturer that makes fun for dogs their business. With a wide assortment of safe and durable toys, beds, leashes, collars, treats, and other items, dog owners choose West Paw for the variety—and for its conscientious business model. The company has a mission of responsibly creating the best pet products possible using eco-friendly materials and processes.

Every item West Paw offers is carefully designed to reduce waste, chemicals, and toxins in the environment. With a commitment to decreasing its environmental footprint for people and pets, the company has been named one of the “Best Small Companies” in America by Forbes magazine.

West Paw’s pet products have sold in over 6,000 North American locations since it was founded in 1996. In 2004, the company decided to pursue international sales; seven years later, those sales increased substantially, so the company needed additional support to safely continue growing its business.

The Solution:

Offering Customers Extended Terms

To solve these problems, West Paw turned to EXIM’s Export Credit Insurance, which offered two key benefits: protection against the risk of nonpayment and the ability to offer favorable credit terms to international customers. The confidence to offer extended terms in particular has been critical, since the majority of these customers would not be able to purchase products without them.

**West
Paw™**



Bozeman, MT



Exports to Europe, Middle East



Uses Export Credit Insurance

EXIM
EXPORT-IMPORT BANK
OF THE UNITED STATES

The Result:

Increasing Sales Across Continents

West Paw’s access to EXIM’s easy and affordable service has allowed it to partner with more international customers and reclaim losses on unpaid invoices. The company now reports that:

- ✔ Sales have continued to increase
- ✔ Exports have grown to more than 40 countries, with plans to continuing expanding
- ✔ Top markets include the Netherlands, United Kingdom, and Germany



“We were able to almost double our international sales within the first year of using EXIM, and our international sales have been growing ever since. It’s been critical to us growing our global business.”

Dan Stebbins, Staff Accountant for West Paw



Make Your Own Success Story:

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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.

