



MSSC Success Story: A Testament to Long-term Support and Global Expansion

Company Background:

MSSC, founded in December 2000, has established itself as a significant player in the stenciling equipment and supplies industry. With a robust distribution network for markers, inkjet printers, and inks, MSSC has grown steadily into a key global trade participant. The company boasts a dedicated team of 30 employees and is headquartered in Collinsville, Illinois.

Long-standing Partnership with the Illinois SBDC International Trade Center at SIUE:

For over 20 years, MSSC has benefited from the unwavering support of the Illinois SBDC International Trade Center at SIUE (ITC). This long-term relationship has been instrumental in MSSC's export expansion, which now reaches more than 60 countries worldwide. The company's global outreach is facilitated by its network of 170 distributors in North America and an additional 90 distributors worldwide.

Leadership and Vision:

MSSC's leadership team, including CEO Craig Eversmann and President Michael Strobe, has consistently encouraged the company's active participation in international trade events. Their dedication to expanding the company's market reach has been a driving force behind MSSC's success.

Utilizing ISTEP Grant Support:

Mr. Strobe leveraged the Illinois State Trade and Export Promotion (ISTEP) grant to support MSSC's participation in both Tradewinds 2024 and Expo-Pack Mexico. The ISTEP grant has been invaluable in covering costs for booth space and travel. For more than 10 years, ISTEP has been a great partner in MSSC's export journey, helping fund numerous projects, including the internationalization of their website, product compliance, and ongoing participation in trade missions and shows.

Trade Events and Achievements:

1. Tradewinds 2024:

- In mid-May, Mr. Strobe traveled to Türkiye to participate in Tradewinds 2024, sponsored by the U.S. Department of Commerce.
- **Highlights from the Trip:**
 - Potentially signing up 1 of 2 distributors in Turkey.
 - Met with 17 U.S. Commercial Service delegates from Eastern Europe and Central Asia to gain insights into these markets.
 - Entered into 1 IMC (International Marketing Campaign) in Czechia, with another 3-4 planned for the rest of 2024.
 - Gained valuable cultural insights into the region.
 - Met with the U.S. Ambassador to Türkiye.
 - Connected with the Secretary of the Turkish Packaging Association, a key contact for regional business opportunities.
 - Anticipates generating \$25,000-\$50,000 in annual business in Türkiye once the distributor is finalized.

2. Expo-Pack Mexico:

- With the support of the ITC, MSSC has been a frequent participant and exhibitor at Expo-Pack Mexico.
- In early June, MSSC became an official participant of the State of Illinois delegation to exhibit in Mexico City.
- **Highlights from the Event:**
 - The State of Illinois provided significant assistance, including booth setup, translation services, and multiple printings of materials.
 - The knowledgeable staff from the Illinois Office in Mexico brought in great speakers before the show to prepare MSSC delegates.
 - MSSC garnered over 175 leads from the show.
 - Anticipates generating over \$25,000 in new business in Mexico from this event.
 - Expects to retain \$500,000 in current business in Mexico, with support from existing distributors who visited and helped at the show. This also provided an opportunity for post-show meetings to strengthen and maintain current relationships.

Conclusion:

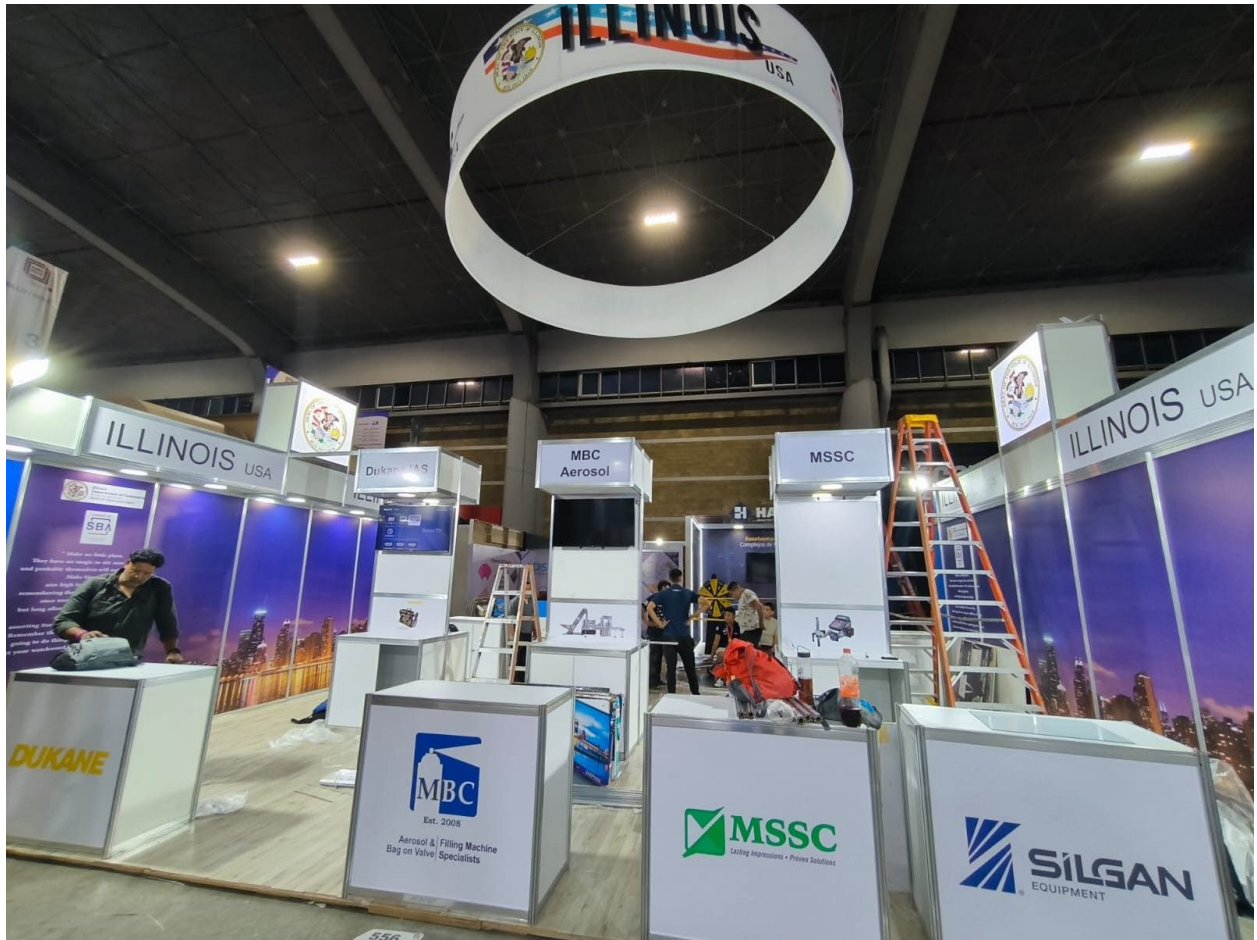
MSSC's success story is a testament to the ongoing support and resources provided by the Illinois SBDC International Trade Center at SIUE and the State of Illinois International Network. The ITC's assistance has been pivotal in MSSC's continuous growth and global market penetration. The ISTEP grant has also played a crucial role in supporting MSSC's participation in key international trade events, further enabling their success. As MSSC continues to thrive and expand its international footprint, the enduring partnership with the ITC and the support from STEP remain cornerstones of its strategy and success.



Mike Strobe, MSSC



Trade Winds 2024, Türkiye. May 13 -15



MSSC's booth at Expo Pack-Mexico. June 4-7, 2024