



Save the Girls Touch Screen Purse Company

Save the Girls Touch Screen Purse Co. (STG) is a woman-owned business that manufactures touch screen purses that allow users to text, answer calls and use other smartphone functions through the back of the purse to keep the phone and items safe and secure. STG started in 2017 in the basement of founder and designer Tami Lange's home after her two daughters' phones bit the dust in the same week. One washed and spun, while the other was lost on a hike.

Lange's business grew quickly domestically and is currently sold in 2,000 retail locations. In 2021, STG began exporting their touch screen purses to Canada for television sales opportunities on The Shopping Network with very positive initial results.

In 2022, STG was determined to expand its export markets and increase its international purse sales. So Lange met with ITC Director Silvia Torres Bowman to begin working on the company's international expansion. Exporting was still uncharted territory for the company, but Torres Bowman and through the ITC network educated them on various areas, including harmonized codes, tariffs, export pricing and funding opportunities. Weeks later, the ITC coordinated an in-depth research study covering market opportunities for STG in Australia. As a result, STG successfully landed their **first order of purses with TVSN, Australia's biggest TV Shopping Network**. STG is now projecting to sell TVSN over \$150,000 next year, covering the Australian and New Zealand markets!

Lange is also a proud graduate of the ITC's [Export NOW 2022](#) program, reporting very positive outcomes: *"I didn't know what to expect with Export NOW. I'm a new exporter (only to Canada) and decided to take the chance and signed up for the 3-session program. Wow, what an amazing program! I learned so much. The homework assignments made me focus on international trade and my possibilities there. Within 4 weeks of completion of the class I was able to land a huge account in Australia! I also learned **how to qualify for duty drawbacks** of approximately **\$30,000** from past exports to Canada. Needless to say, attending this program was worth every minute! I would highly recommend any business owner interested in building an international business to attend this program or at least become involved in the international trade community."*
Tami Lange, Owner/CEO, **Save the Girls Touch Screen Purses**, Belleville, Illinois, www.savethegirls.com

STG was recognized for their export successes as an "[Outstanding Exporter Honoree](#)" at the **2022 Mid-America Trade Summit** on November 2nd. Lange was a key presenter at the summit representing the State of Illinois:

[Tips to Developing Niche Markets & Expanding Internationally - Tami Lange, CEO – Save the Girls Touchscreen Purses \(IL\) –](#)