

“E” for Excellence in Exporting

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At the beginning of World War II, the Navy continued to award defense production plants with an "E" pennant. The Army awarded "A" pennants, and Maritime gave "M" pennants to record-producing shipyards. In 1942, these awards were combined into the Army-Navy "E," and by war's end more than 4,000 "E" pennants had been presented. The coveted flag emblazoned with a large blue "E" had become a badge of patriotism in action.

In 1961, at the suggestion of Secretary of Commerce Luther Hodges and to dramatize the importance of strengthening America's export position in world trade, President John F. Kennedy revived the "E" symbol of excellence. Bearing a similar honor and distinction, the "E" is now awarded by the President of the United States to recognize excellence in exporting.

The “E” Award Today

According to U.S. Department of Commerce guidelines, the "E for Excellence in Exporting" Awards are now given to manufacturers whose volume of exports and export sales shows substantial increases over a sustained three-year period.

Special attention is paid to a company's ability to open an area of trade previously closed to American-made products, to introduce a new product into U.S. export trade, or to "break through" in one or more particularly competitive markets.

Tandematic Gets Recognized

On April 6 1981, at the Spartanburg, South Carolina Area Chamber of Commerce annual meeting, Bill Young accepted the prestigious export award on behalf of everyone here at Tandematic. In presenting The President's Award for Exporting Excellence, Special Trade Representative Bill Brock noted that the company "has successfully introduced its textile machinery into countries generally regarded as leading exporters of textile machinery to the U.S., rather than importers."

Young's reply, more than 20 years ago, about his company's exporting genius remains a hallmark of the Tandematic philosophy:

" If you have a product that you are successfully selling here, you have a product that you can successfully export. It seems that exporting should be a natural phase in the life of a business which has a competitive product."

To Secretary of Commerce Malcolm Baldrige, Young wrote:

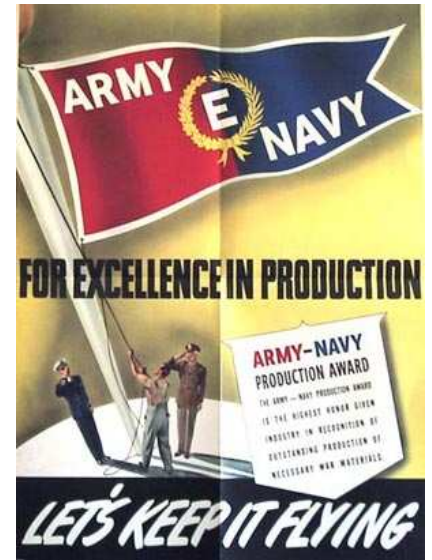
" Perhaps your recognition of our small company's exporting achievements will help dispel the myth that exporting is only for large firms. On the contrary, small firms, with products based upon and supported by continuing research and development programs, have the special advantages of speed and flexibility so vital to competing in today's rapidly changing markets."

By the late 1980s, Tandematic's exports comprised 30% of its business. In 1995, Tandematic began to concentrate on essential auxiliary equipment for stenters and selvedge decurlers for numerous textile finishing applications. As a result, sales to original equipment manufacturers (OEMs) rose significantly. Since 1995, exports have consistently exceeded 50% of total annual sales, an increasing portion of which is to OEMs around the world.

Such is Tandematic's dedication to its export program that, at any given time, there is a 1 in 3 chance either a product specialist or salesperson from the U.S. office is out of the country assisting agents and customers. Tandematic products are sold on the US dollar and, where applicable, the British pound sterling and Euro to remove any exchange rate risk for customers using those currencies.

Tandematic is a model of international marketing success possible for American companies with both vision and an exceptional product. Tandematic's "E for Excellence in Exports" pennant serves as a reminder of the heights a young South Carolina engineering firm reached in 1981. As the new century begins, so also begins Tandematic's renewed commitment to the excellence the "E" Award celebrates.

During year 2008, Tandematic exported 75% of its production. Sales were particularly strong to OEM customers in Germany, Italy, Switzerland, South Korea and Turkey.



A World War II poster promoting the Army-Navy "E" Award