

CASE STUDY 2XL Corporation

PROFILE PARTNER COMPANY

- Professional manufacturer of disinfection products
- Headquarters in Forest Park, Illinois
- More than 23 years' experience
- Hygiene, cleaning industry

INTRODUCTION

In 2020, after decades of professional experience in the hygiene industry, 2XL Corporation initiated an executive decision to expand their reach into the European market. Covid-19 and previous successes in the United States, convinced the disinfecting equipment expert to proceed further, but with a very busy sales team and no real international experience, 2XL Corporation turned to EuroDev and embarked on a 4-month program, which led to a firm distribution network in different European countries, control opportunities to enhance transatlantic activities and overall increase in sales.

4 MONTH PROGRAM

A simple and affordable way for American companies to test the complex European waters and find out what they don't know about the market, regarding rules and regulations, competition, margin requirement, etc. After a successful introduction program, 2XL Corporation still today keeps outsourcing its sales effort to EuroDev.

Benefits of the market research:

- Understand EU rules & regulations, take necessary steps to comply
- Identify, select and prioritize key countries within Europe
- Understand country-specific trends, identify key retailers/distributors and their margin requirements
- Benchmark competitors, adjust pricing and marketing material accordingly
- Develop a go-to market strategy



Over 180 leads were identified and qualified, leveraging EuroDev's retail database and the project team's ability to find new ones, in a number of languages.



EuroDev modifies, translates and implements marketing material accordingly, creates a pricing structure that works for Europe, takes steps to use a EU fulfilment center, before calling hundreds of leads and securing resellers and meetings.



EuroDev aids 2XL Corporation by providing a better understanding of European Market, connections with local resellers and Fitness clubs Brands, first monthly orders from Resellers, face-to-Face meetings with top-management teams of local companies in Nordics and Benelux.

GAME PLAN

With a line of high-quality and effective disinfecting products in a somewhat saturated European market, due to the high demands caused by Covid-19, "2XL Corporation" needed a strategic, fine-tuned game plan to ensure fast market penetration for its antibacterial and antiviral wet wipes and dispensers. EuroDev developed a comprehensive sales, marketing and logistics strategy outlined below.

- ✓ Enter the European market, starting with Sweden, Norway and the United Kingdom through the partnership of several highly respected resellers.
- ✓ Expand to secondary markets in Eastern Europe, whilst partnering with large, key accounts in primary countries within the fitness, hospitality, facilities and food industries.
- ✓ Build a strong PR strategy: PR outreach to present resellers to build long-term business relationships and providing samples of 2XL Corporation products to new leads in Europe.
- ✓ Establish distribution centers in most European countries that serve "2XL Corporation"'s antibacterial and antiviral wet wipes.

RESULTS

Throughout the ongoing collaboration with EuroDev, 2XL Corporation is having a substantial growth in the European market.

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- Partnerships with key resellers in all Europe.
- Revenue of US\$14 million in year 1 and US\$27 in year 2 million

CHALLENGES TO OVERCOME

- Frequent product shortages
- No CRM history database
- No European establishment that managed to successfully represent 2XL Corporation

All these challenges were successfully tackled through working with EuroDev and its local presence.

WHAT MAKES EURODEV SPECIAL?

- ✓ Multilingual staff, dedicated to the partner's success
- ✓ The willingness to go the extra mile
- ✓ A full European business development range
- ✓ Cost-effective solutions to grow the European presence
- ✓ Experience and network within the EU markets

WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have created a proven, successful business development model and since our founding, we have partnered with over 250 companies to help them define and meet their European business goals.



SALES OUTSOURCING

Dedicated sales and marketing teams for North American manufacturers who want to expand in Europe



HR OUTSOURCING

Professional employer organization services, HR management and recruiting solutions across the EU



M&A CONSULTING

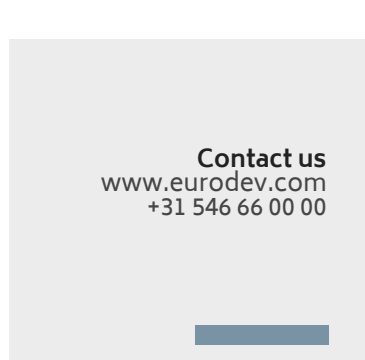
Comprehensive buy-side research: research to deal-closing, for companies interested in European acquisitions



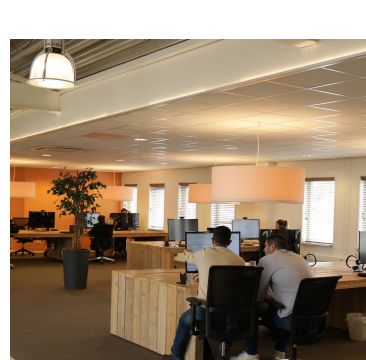
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