



2 YEARS PARTNERS

The European development journey of one of our clients
"2XL Corporation"

Before you make any big long-term decision regarding investments, you need to test new target markets and stay flexible. In EuroDev, we understand that perfectly.

Therefore we offer introduction programs that are helping North American companies to familiarize themselves with the European retail markets cost-effectively and reliably.

PARTNER'S PROFILE



Headquarters
Forest Park, Illinois

23+

More than 23
years of experience



Manufacturer of
desinfection products

How it all started



amazing usa
success

In 2020, after decades of professional experience in the hygiene industry, 2XL Corporation initiated an executive decision to expand its 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 an overall increase in sales.



covid-19 as an
opportunity



time for
europe

Challenges

The European market is very attractive for US companies, but at the same time, it is a big step to make. That either scares companies away and they never try. Or some companies jump into the market without realizing how different Europe is compared to the USA.

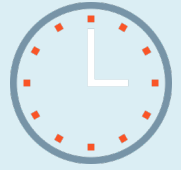
Differences start from culture. Europe is a mix of different cultures, and if something goes well in Germany, it doesn't mean it will work in France. Therefore, the sales procedures and finding distributors is the main issue North American companies are facing. But that's not all. How do you do market research when you are not familiar with the culture?

Where do you start with your expansion when there are so many European countries? Not all of them are suitable for all retailers and manufacturers.

Let's not forget different time zones that are making it hard to communicate with retailers and distributors. And there is, of course, a language barrier too.

For the businesses who manage to find their way into the market, when it comes to marketing and advertisement, they face another setback. The way marketing and digital presence are handled in Europe are completely different than in North America.

All of this leads to one logical decision - finding a reliable partner who will help you with all of this. And when you do, your European market expansion will be rather a smooth sailing than a stressful episode for your company.



Time-zone differences



Language barriers



cultural differences



Finding retailers



approaching the market

4-MONTH INTRODUCTION PROGRAM



Competition and pricing analysis



Research trend size and trends in the industry



Generate leads & organize a sales trip with qualified meetings



Set up the strategy to increase the sales



Identify, profile & approach retailers & wholesalers

Results of the Market Research

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

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

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

Success Achieved

Throughout the ongoing collaboration with EuroDev, 2XL Corporation is having substantial growth in the European market. Established trust with local businesses – accreditation by 3rd certified party

Partnerships with crucial resellers in all of Europe.

Revenue of US\$14 million in year 1 and US\$27 in year 2 million

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, finetuned 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 provide 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.

WHY EURODEV?



26+ Years of Experience and Network within the EU markets.



Multilingual staff, dedicated to the partner's success.



Making the effort to truly understand the client's values and align our internal processes to theirs.



Cost-effective solutions to grow the Pan-European presence.



European business development experts ranging from Sales to Marketing to HR.

WHO WE ARE

EuroDev is assisting internationally oriented North American companies to expand to the European market since 1996.

MEET STEPHEN

Stephen Viljoen is our Vice President of Retail Unit and if you are planning your expansion to Europe - this is the contact you are looking for.



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OUR TEAM

500+
partners

Our team of dedicated, experienced, and multilingual business developers are successfully helping over 500 North American companies with their European expansion.