

Going Global – ZAGO Manufacturing

When the ZAGO Manufacturing Company's leadership team, led by Co-Founder and CEO, Gail Friedberg Rottenstrich, made the intentional move to expand their reputation internationally as one of the premier manufacturers of custom, high-tech clean and inherently green sealing solutions (including self-sealing fasteners with O rings and self-sealing switch boots), they knew they needed to reach out to the U.S. Commercial Service and the New Jersey District Export Council (NJDEC) for help and support.

Over the years, Rottenstrich has leveraged three key elements of their relationship with NJDEC.

The first benefit they gained was access to extensive market research on doing business in Canada conducted by the U.S. Commercial Service/NJDEC. The opportunity to obtain local 'insider' knowledge enabled ZAGO to penetrate this new market more efficiently. A deeper understanding of the way business is conducted in Canada provided the ZAGO team with helpful new ideas, including translating their web content into French, seeking out reliable distributors, and scheduling meetings with potential Canadian partners. Without the network and experience provided by the U.S. Commercial Service/NJDEC, ZAGO would not have been able to move forward so quickly and effectively.

Secondly, being honored by NJDEC at their prestigious New Jersey International Trade Awards event in 2024 gave the company a significant advantage in the marketplace. With NJDEC shining the spotlight on ZAGO, its unique culture, and its emphasis on delivering quality products and service, the company has been able to promote its stature in the international business community, enhancing its profile as exporters, and establishing its brand with new audiences.

And finally, there was much to be gained by being a part of the NJDEC community. Business owners and senior leaders interact with each other and with the NJDEC staff on a continuous basis, sharing insights, concerns, resources, and suggestions for exporters. Valuable information is exchanged as exporters learn from each other about available grants, newly emerging trends, obstacles and challenges, and introductions to statewide organizations like the Business Action Center along with other practical details that help each exporter develop a more holistic, strategic view of the market and its many opportunities.