

For immediate release

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Kansas World Trade Center Announces IMPACT Grant Winners

Wichita -- The Kansas World Trade Center, a not-for-profit organization dedicated to promoting and facilitating international trade through education, communication and research, is pleased to announce the winners of the first distribution of funds for the International Market Promotion and Catalyst for Trade Grant Program (IMPACT).

“We are thrilled to announce BG Products, Inc. and Inno-Labs, LP as the first recipients of the IMPACT grant program,” states Karyn Page, President and CEO of the Kansas World Trade Center. The IMPACT grant program is designed to help Kansas companies increase their international sales.

BG Products, Inc. will use IMPACT grant funds to grow international sales through a variety of projects. This will include the purchase of new computer software to comply with regulatory requirements for MSDS sheets and product label information. Multi-language labels, literature and sales support videos, DVD's and internet translated information will be created to expand sales and marketing tools for the international sales team. Also, field sales/education training will be provided for the team, including distributors, sub-distributors and over 500 salespeople.

Inno-Labs, LP is a limited partnership established to evaluate potential product ideas from the concept to production. In the final stage of

production, the process involves the creation of a marketing plan, the product launch, and eventual fine tuning of the product design and marketing efforts. Inno-Labs has already completed this process for several products. The company is committed to expanding international sales efforts for all product lines; however, IMPACT grant funds will specifically target two product lines which include heated and cooled portable seats and a ProVent plumbing vent protector.

“We received applications from several companies,” said Page. “Any company that is export-ready with a product or service that originates in Kansas or whose products receive substantial value added processing in Kansas was eligible to apply for this grant.”

The Kansas World Trade Center helps Kansas companies become globally competitive in foreign markets. The World Trade Centers Association is an organization of nearly 300 world trade centers in almost 100 countries. The WTCA is apolitical and provides service to those who develop and facilitate international trade. For more information go to www.kansaswtc.org.

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