

Faces of Trade

Small Business Success Stories

with Chile

Systems With Reliability, Inc.



Ebensburg, PA

David K. Edminston, Sr., Vice President of Sales

www.swr-rf.com

Systems with Reliability, Inc. (SWR) specializes in FM and TV antennas for broadcasting. SWR has been involved in international trade for the past nine years and exports 50% of its products. David Edminston, vice president of sales, states, "Latin America is our next focus, and conveniently so; it is in close proximity to the United States." The market for SWR's quality technology has long-term potential in the international market.

Edminston describes the present focus of SWR in Chile. "In the future, we expect a large portion of our sales to come from Chile, which is why we are currently educating our potential clients and building a reputation in the area." With regard to a lack of an FTA, Edminston states, "We would love to sell more antennas in Chile, but tariffs often put our products out of range. During a recent trip to Chile, many of my potential customers' complaints were about having to purchase cheaper antennas from our competitors in Spain and Italy, despite the fact that they require frequent replacement."

Edminston comments, "We are currently building new facilities to meet the demands of our present sales. However, we will need to further supply contracts to our employees, and that is where Chile comes into play." Due to the nature of SWR's manufacturing process, increased business translates into a demand for more engineers and skilled welders. Edminston concludes,

"With an FTA implemented, along with an upgrading of local broadcasting systems, SWR's sales in Chile would soar. The ripple effect of such sales would mean a lot to Ebensburg, Pennsylvania."

Industry: Manufacturing

Number of U.S. Employees: 32

Major Product Sold to Chile: Broadcast Antennas and Transmission Systems

Years of Involvement in Chile: 1

