

# WORLD TRADERS

## TIPPI HEDREN, CALL YOUR OFFICE

THERE HAVEN'T BEEN ANY recent incidents reminiscent of Alfred Hitchcock's

ultrasonic repellers to "advanced scarecrows" with lenticular eyes, lists annual sales of between \$4 million and \$7 million, but only a little less than 5% of that is international. Nonetheless,

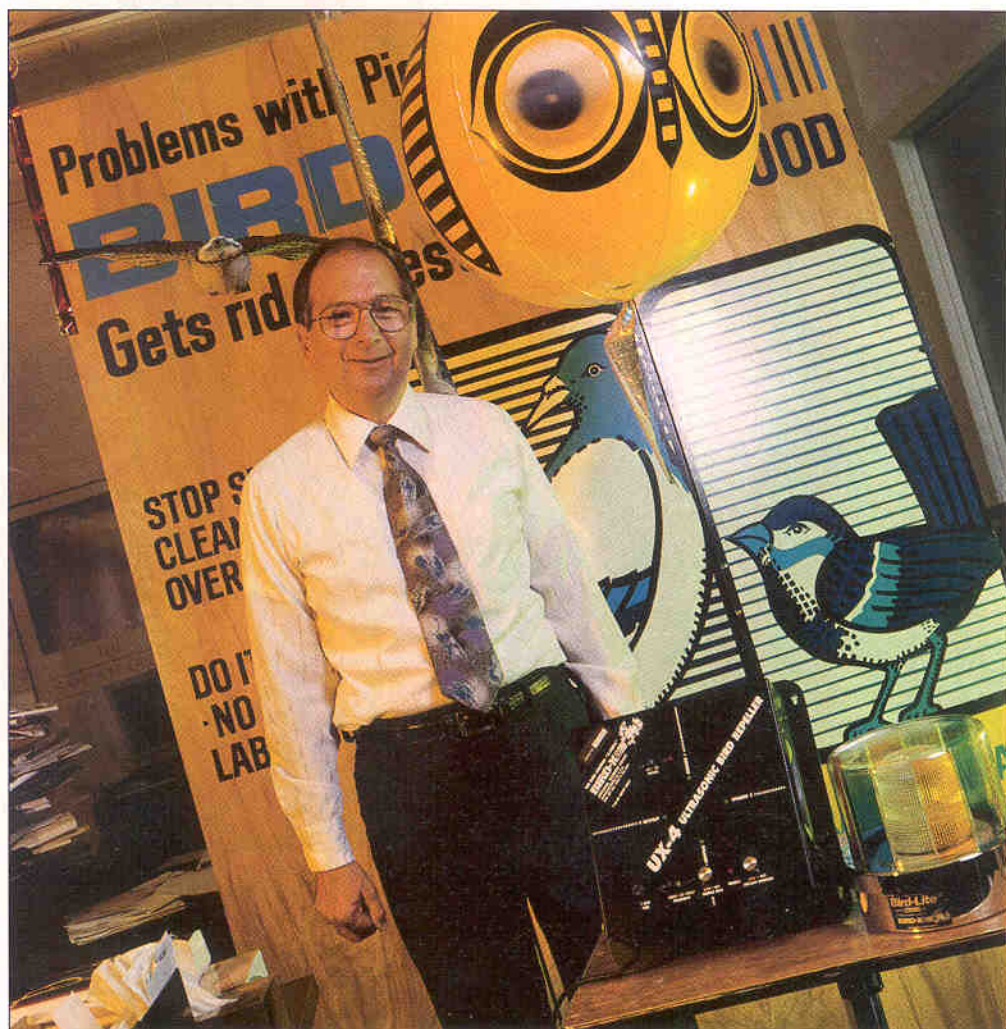
international sales about four years ago, the company first looked to the Department of Commerce for help finding distributors. But, says Schwarcz, "It's not like selling automotive supplies. It's a very specialized product and a very specialized market. We're not easily classified, so it's very difficult to find standard channels of distribution."

from advertising, they're working on increasing visibility by publishing press release information in international, as well as domestic, trade journals.

Despite problems, Bird-X has had some success selling in Israel, Portugal, New Zealand, and South America. "We had a run of business in one town in Chile that was more or less fueled by word of mouth," says Schwarcz. Bird-X even developed specialized products for international customers. A South American distributor had customers in aqua-culture (fish farming) who had problems with cormorants, so Bird-X designed and produced a unit that was species-specific to that bird. They made another unit that repelled two species of gulls, which has proved popular in areas with offshore drilling activity, such as Venezuela.

"We're small enough where we can react," says Schwarcz. "We'll take a flier every once in a while, and see what works."

Diane Bailey



### Bird-X president Schwarcz

*He'll take care of your cormorant problem.*

"The Birds." So Chicago-based Bird-X Inc. has developed its own strategies to propel international sales of a product line that repels pest birds.

Bird-X, which manufactures products ranging from

company president Ronald Schwarcz wants that number to hit 25% within seven to eight years—or just as soon as he solves its distribution problem.

When Bird-X began focusing on expanding

It's a problem that still plagues the company, which, as a neophyte exporter, has experimented with various ways to attract distributors. Currently Bird-X is preparing a mailing to international pest control operators. And, although they've had poor results

## WINNING COMBO

IT'S A SYNERGISTIC THING. "Peanut butter has always existed and chocolate has always existed, and people who were really determined would get them together," says Pano Anthos, likening peanut butter cups to the recent alliance between New York City-based Syntra Ltd. and OCR Services, Inc. of Rockville, Maryland.

The alliance, which was finalized in late-1994,