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## Poland Warms up to Steffes Heaters

### *Poland's Efforts to Curb Coal-Fired Furnaces Drives Demand*

Steffes, LLC, is an original equipment manufacturer headquartered in Dickinson, North Dakota, and specializing in electric thermal storage (ETS) devices, oilfield equipment, and contract manufacturing services. Steffes recently exported heaters to Poland, the first time the company has sold products into Europe. In April 2018, Steffes was approached by a Polish company seeking space heater alternatives due to new anti-pollution mandates that prohibit coal and wood burning systems. Steffes contacted the U.S. Commercial Service (CS) in Fargo, ND for assistance. CS North Dakota staff set up a call with the U.S. Commercial Service in Poland, and Steffes opted to do an International Company Profile (ICP), which is a detailed background



Josh Vetter, Development Engineer  
Tom Steffes, Senior Development  
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check on the prospective Polish partner. The Warsaw-based Commercial Specialist conducted due diligence on the company, including gathering financial information and references, visiting the company's production facility and sending photos of the facilities, along with an in-person meeting with the owner and conversations with board members. In addition to the background check, Steffes received extensive support and consultation by the U.S. Department of Commerce's Office of the European Union in Washington, DC, regarding safety certification for electric products in Europe. Leading up to this recent opportunity, Steffes participated in ExporTech 2015, a 3-month international market expansion program that helped them prepare for exporting. During this program, CS North Dakota staff provided extensive one-on-one market research, training and coaching, leading Steffes to proactively pursue international business.

Steffes received a positive ICP report on June 22, 2018, and following negotiations, they sold and shipped the Polish firm ETS hydronic systems, which arrived in mid October 2018.

"The ICP report was very informative and thorough, and we continue to move forward with our new Polish customer," said John Diem, Regional Sales Manager for Steffes. "The in-depth research, coaching and in-market connections were game changers for our company. After ten years of skepticism, we now have the tools, resources and confidence to pursue international markets."

For more information on the U.S. Commercial Service, [click here](#). For more information on Steffes, visit [www.steffes.com](http://www.steffes.com).