

HERNON® solidifies relationships with Latin American markets

A Florida Success Story



The HERNON® product line of adhesives, sealants and dispensers is used in multiple industrial applications.

“Enterprise Florida has been instrumental in helping us achieve our export goals. For small businesses like ours, the biggest opportunity for growth is through global expansion. Enterprise Florida’s programs have allowed us to tap into new international markets that we wouldn’t otherwise have the resources to get into.”

Harry Arnon, President
HERNON® Manufacturing, Inc.

HERNON®
MANUFACTURING, INC.

OPPORTUNITY

HERNON® Manufacturing, Inc. of Sanford is a worldwide innovator and manufacturer of high performance adhesive sealants and precision dispensing equipment used in industrial applications for communications, aerospace, military, automotive and electronics. HERNON® was looking to expand their presence in Latin America so they contacted Enterprise Florida for assistance in accessing international markets.

SOLUTION

Enterprise Florida provided a Gold Key Export Marketing Plan in partnership with the Florida Small Business Development Center (SBDC) and identified target markets for entry in Latin America. HERNON® also received target sector trade grants to reduce the cost of attending the Team Florida Trade Mission to Brazil and the FIDAE International Air Show in Chile.

IMPACT

As a result of working with Enterprise Florida, HERNON® has entered into new markets in Brazil, Chile and Colombia and sales have grown 20-30 percent annually. The company plans to expand their facility by 2 1/2 times and double their workforce to meet the increase in global demand for their products. In 2013, HERNON® was named the Small Business Exporter of the Year in by the U.S. Small Business Administration (SBA).



Enterprise Florida, Inc. is a partnership between Florida’s businesses and government leaders and is the principal economic development organization for the state of Florida. EFI facilitates job growth for Florida businesses through recruitment and retention, international trade and exporting, promotion of sporting events, and capital funding programs to assist small and minority businesses.



PARTNERS:

- Enterprise Florida
- Metro Orlando Economic Development Commission
- Florida Small Business Development Center (SBDC)
- U.S. Department of Commerce
- CareerSource Central Florida