



# CASE STUDY

## JOINTEC



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### COMPANY OVERVIEW

Jointec is a French designer and manufacturer of aquatic fitness equipment. Jointec's aquatic fitness bikes are versatile, durable, adjustable, practical and for everyone from athletes to seniors. They are used for both cardio exercise and rehabilitation.

### CHALLENGES

As their product's popularity soared in France, Jointec began to explore the possibility for success in other countries. In 2009, Jointec participated in a Pool Trade Show in the US. There, they were met with reluctance from prospective American clients who did not wish to purchase from a foreign company without a US presence. Furthermore, with all their warehouses in France, Jointec was unable to sell to clients in small quantities or through drop shipping. As their well-regarded name in Europe was not enough to attract American buyers, Jointec understood the need to have their product represented locally.

### VISIBLE RESULTS

In late 2009 Jointec entrusted BTI Consulting to manage its North American sales and development efforts. From defining price structures to translating marketing materials to opening a bank account and selecting the appropriate insurance, BTI Consulting spared no effort to help Jointec capture the American market. Today, BTI Consulting acts as Jointec's US presence by identifying potential clients and resellers in North and South America, participating in trade shows, handling a Houston-based stock of aquatic bikes and elliptical machines, fulfilling orders, invoicing, collecting payments and handling all after sales services. BTI Consulting is also responsible for running PR and social media campaigns on behalf of Jointec in the US and Canada.

BTI Consulting has ensured that Jointec equipment is available through a variety of resellers including Sam's Club ([www.samsclub.com](http://www.samsclub.com)), Recreation Supply ([www.recsupply.com](http://www.recsupply.com)), and Splashables ([www.splashables.com](http://www.splashables.com)). Equipment is also available directly from BTI Consulting, acting as Jointec's US office. Jointec cites BTI Consulting for their success in the US and Canadian markets as well as their growing clientele in South America.

## ABOUT US

BTI CONSULTING is an international strategy and business development firm located in Houston, Texas, USA. BTI allows companies to realize their international potential through a combination of strategy, sales and marketing consulting, foreign direct investments, and business development projects. We are committed to reaching the objectives of our clients and to ensuring their success in the Americas and Europe.

4820 Caroline St  
Houston, TX 77004

TEL: 865-385-4350