



BTI
CONSULTING

CASE STUDY



COMPANY OVERVIEW

Luceo Inspection is a French company that produces vision inspection systems for the food industry. Through a combination of LED lighting, cameras and optics, Luceo's patented machines allow manufacturers to check label accuracy and detect contaminants in the seals of food packages. This helps food manufacturers ensure consumer safety, guarantee packaging quality, and increase productivity. Luceo Inspection is part of the Tiama Group (www.tiama-inspection.com) and is the European leader in vision inspection systems for the food industry.

CHALLENGES

Luceo Inspection experienced great success in Europe and identified the US as their next target market. Though they understood the importance of extending their reach to the US, they were unsure how to do so with a small staff unspecialized in the American food industry.



THE SOLUTION

In January 2011, Luceo Inspection mandated BTI Consulting to prepare a US market study for their inspection solutions. The market study included an overview of the tray sealing and thermoforming machine industry and the competing companies and technologies. BTI Consulting also approached a panel of 20 companies to evaluate the potential for Luceo's machines in North America. The conclusions of the initial market study showed great potential for Luceo in the North American market. Luceo then mandated BTI Consulting to manage its new US presence and lead all sales development efforts throughout North America. In November 2011, BTI exhibited on behalf of Luceo at the Chicago-based Process Expo, its first major event on the US market. Within the first six months, Luceo Inspection celebrated its first US sale in December 2011, which came from the largest condiment company in North America. BTI Consulting is now responsible for all of Luceo's sales and marketing operations in the US and Canada.

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.

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