



BTI  
CONSULTING

# CASE STUDY



## COMPANY OVERVIEW

Winco Technologies is a French/Korean developer and manufacturer of reflective insulation products. Their unique flagship products, Nest and Skytech, are non-carcinogenic, VOC and formaldehyde free, and made from 90% recycled materials. Nest and Skytech and are also 100% recyclable.

## CHALLENGES

In September 2005, Winco Technologies hired BTI Consulting to prepare a market study for its technology and a US regulatory study for the states of California, Texas and Florida. The conclusions of the regulatory study led to the planning of necessary tests in order to receive approval for the sale of Winco's products in the US. BTI Consulting was then asked to organize several meetings with potential clients and distributors in major US states. BTI Consulting also facilitated Winco's incorporation in the US. Winco subsequently hired a salesteam in California. However, after months of unsuccessful sales and few prospects with their newly hired team, Winco returned to BTI for a cost effective and efficient way to generate sales in the US market.



## THE SOLUTION

In October 2008, Winco entrusted BTI Consulting to manage their newly created US subsidiary. As such, BTI Consulting acts as Winco's US office and manages the Houston stock of Nest and Skytech. BTI Consulting has also made Nest and Skytech products available throughout North America in a number of stores and via distributors including: Heat Blockers ([www.rbdr.com](http://www.rbdr.com)), Green Depot ([www.greendepot.com](http://www.greendepot.com)) and Orgill dealers ([www.orgill.com](http://www.orgill.com)).

## ABOUT US

4820 Caroline St  
Houston, TX 77004

TEL: 865-385-4350

[www.bti-consulting.com](http://www.bti-consulting.com)

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