
Small Business Exporter of the Year Award

December 6, 2006

NOMINEE:

Ed Meyer
President
Meyer Industries
Po Box 39
Midvale, ID
83645
Phone: 208-355-7000
Fax: 208-355-0103
ed@rodenator.com
www.rodenator.com

NOMINATED BY:

Amy Benson
Director
Boise Export Assistance Center
U.S. Commercial Service
U.S. Department of Commerce
700 West State Street, 2nd Floor
Boise, ID 83720
Phone: (208) 364-7791
Fax: (208) 334-2783
<http://www.export.gov/>
www.buyusa.gov/boise

Meyer Industries (est. 2003) is a rural company in Midvale, Idaho, which manufactures a novel tool, among other accessories, used to eradicate rodents and other pests that can infest and interfere with the operations of farmers, ranchers, nurseries, golf courses, water districts, even schools and park districts. It eliminates a variety of pests without the use of poisons or traps; rather, it quickly exterminates unwanted critters using a precision underground shockwave that can also help prevent re-infestation by demolishing tunnel systems. Meyer Industries currently employs 10 people and, with the assistance of the Boise Export Assistance Center and the Idaho Commerce & Labor's International Trade Division, has extended its sales beyond the national borders. To date, the company's product – the Rodenator Pro Pest Elimination System – has been sold in Canada, Mexico, Australia, New Zealand, South Africa, Europe, and the Middle East. Meyer Industries' international sales grew 336% from \$79,898.70 in 2004 to \$348,367.04 in 2005, and the outlook is quite positive for business in the future.

A Brief Biography

Ed Meyer, owner and President of Meyer Industries, established his company in 2003 in the city of Midvale, Idaho, population 120. Midvale is in Washington County, which is one of the most economically depressed counties in the state of Idaho. Starting a business in such a small town is quite a challenge, but Mr. Meyer's dream was to take his product, the Rodenator, to the world while keeping his business based out of Midvale, Idaho.

The beginning was a struggle. Marketing the Rodenator in the US was difficult before efforts were even concentrated on establishing a market in foreign countries. Mr. Meyer was given a flyer explaining how the Idaho Commerce and Labor and US Commerce Departments were available to aid and assist companies like mine in developing foreign markets. Intrigued by this new information, he phoned a Trade Specialist at the Boise Export Assistance Center and arranged an appointment at their office. His first meeting was with a Mr. James Hellwig, who helped him learn about the opportunities available to his company through the U.S. Commercial Service. After collecting all of the information from Mr. Hellwig on programs to assist him in establishing foreign markets, as well as after much deliberation, Mr. Meyer decided it would be wise for him to take advantage of this newfound opportunity. To date, he has been quoted as saying it was the best decision he has ever made.

Mr. Hellwig retired soon after, and Amy Benson took over in his place as Director of the Boise Export Assistance Center. As this transition took place, Mr. Meyer worked with Sarah Freeman and Aaron Davis at the Idaho Commerce & Labor's International Trade Division. Both Ms. Freeman and Mr. Davis provided valuable assistance in establishing Meyer Industries' Mexican market; they translated the product information into Spanish and included the Rodenator in their brochure to Mexico during a Trade Mission to Mexico. Although Mr. Meyer was very busy being in the first year of his business, he was unable to accompany Ms. Freeman and Mr. Davis to Mexico. The following year, however, Mr. Meyer traveled to Irapuato to exhibit at a trade show. With the Idaho Commerce Department on his side, as well as a new distributor from Mexico who was at the show and that had been contacted and introduced to him by the U.S. Commercial Trade Specialists out of the Boise office, Mr. Meyer felt comfortable and eager to promote the Rodenator outside of the United States. The trade mission was a definite success for him and his company.

The following June, Mr. Meyer signed up his company for the Gold Key Program that was introduced to him by Director Amy Benson. After speaking with Lisa Struneski of the Auckland Department of Commerce, he signed up to exhibit at the largest Ag Expo in the Southern Hemisphere in Mystery Creek, New Zealand. Ms. Struneski scheduled appointments for Mr. Meyer with potential customers and distributors, and shortly thereafter his company was being publicized in three different newspaper stories and one television news story. With continuing assistance from the US Department of Commerce and concentrated efforts on behalf of Mr. Meyer and his staff, Meyer Industries improved from zero international sales in 2003 to nearly \$350,000 in 2005. Future plans for Meyer Industries include new markets and increased sales in other countries via the US Commerce Department and its Gold Key Programs.

Business Profile

1. **Company Name:** E.B. Meyer Inc. dba Meyer Industries
2. **Address:** P.O. Box 39, (80 South Depot St.), Midvale, ID 83645
3. **Company Size (small/medium):** Small
4. **Woman-owned or Minority-owned or Rural Company? If yes, please indicate type:** Rural Company
5. **Number of Employees:** 10
6. **Dollar Value:** \$1.8 million in sales 2005, \$348,367.04 in exports
7. **Company Products/Services:** Rodenator Pro (pest control device)
8. **Number of Jobs Created:** Difficult to calculate accurately. At Midvale office (Washington County) company employs 10 people, but the Rodenator is a tool that many purchase to start their own business. Many people have purchased the product and have been able to create their own business, and many of them live in Idaho.
9. **CS Products/Services Used:** Gold Key Program (to New Zealand, and Mexico)
10. **Name of Trade Specialist/USEAC:** Amy Benson – Boise, ID; Sarah Freeman – Boise, ID
11. **Director of USEAC:** Amy Benson – Boise, ID
12. **Presentation date/Presenter:**
13. **Cleared for Public Use (yes/no):** Yes

Customer Testimonials

"I am extremely pleased with the results, particularly the destruction of the treated tunnels and dens, which prevents immediate re-infestation deep into the field from the perimeter."

-Brett Johnson, Johnson's Farrier Co., LLC

"Gophers were destroying our property until the Rodenator Pro™ arrived. Thanks for a great product!" *-Rick Raedeke, Crescent City, CA*

"I've used it this year on more than 300 acres of hay and beans and have virtually eliminated these critters for good. Dealer service has been great." *-P. Van Pelt, Rushford, MN*

"Cameron Tomkins-Bergh used to trap gophers the normal way until he saw a Rodenator Pro™ at work." *-Cameron Tomkins-Bergh, River Falls, WI*

"In my estimation the Rodenator Pro™ easily took care of 95% of our gopher problem. There is no way I could have achieved these results with conventional traps." *-Jared Britschgi, Irrigation Technician, Irrigation Training and Research Center - California Polytechnic State University*

"Payette County Gopher Control District is trying to educate people in the County about on of our gopher elimination tools. It is called the Rodenator Pro™." *-Rory Clinton, Payette County Noxious Weed and Gopher Control*

"First words I can say to you about the Rodenator Pro™ is "WOW"." Again, I thank you for designing these great machines." *-James White, ACS Wildlife & Snake Management, Hughesville, MD*

"It allows me to sleep easier knowing that I am doing a service to the Agricultural Industry, and at the same time I am humanely euthanizing Gophers, Prairie Dogs, Moles and other Vertebrate Pests." *-Mike Hill, Critter Gitters, Westcliffe, CO*

"Whoever invented the Rodenator is a genius it makes rabbit warrens so easy to do now. No more chemicals" *-Dorothy Simsen, Australia*

Last Tuesday afternoon I shipped off my Rodenator for repairs, after calling and speaking to Carrie. By Friday Carrie called me and let me know it was done, what the cost was and shipped it out that afternoon. Well today it arrived all cleaned up, new safety stickers, touch up paint, with the needed repairs. What GREAT customer service!!!! *-Brett Johnson, Johnson's Farrier Co., LLC - Professional Horseshoeing*

We are users of the Rodenator Pro™ in Holland. Our experience with this appliance has been extremely satisfactory. We have made wide use of the appliance in various departments. We have made extensive representation of ourselves and this method through radio and television. *-Peter Traas*

Meyer Industries in the News



Photo by John A. Gonzales

Darrell Hartey stands with his new "Thunder Down Under" device designed to get rid of burrowing rodents, tunnel and all.

Good riddance, rodents

Knightsen resident Darrell Hartey, owner of D. Hartey & Co. Custom Concrete Total Landscaping and Design, has waged war on burrowing rodents. The local area has been plagued by burrowing varmints like gophers, ground squirrels and badgers. The holes left behind are dangerous to livestock and create problems for local farmers.

Hartey has invested in the latest technology for eliminating these pests, a device known as "Thunder Down Under."

Thunder Down Under operates on a calibrated mixture of oxygen mixed with a

little propane. After pumping the mixture into the hole, the tool ignites the gas in the tunnel, creating a concussive force that dispatches the rodent and collapses the burrow.

The method has been tested and is reported to be 80 percent effective on the first use. Hartey is making his services available through his company for anyone interested. He is confident that the gopher buster is a great benefit to all those residents and farmers who lose time and income every year to burrowing pests.

You can reach Hartey at 625-5963.

— Contributed by John A. Gonzales