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## Grouser Bulldozes into International Market

*West Fargo-Based Dozer Blade Manufacturer Participates in Agritechnica 2015*

Grouser Products, based in West Fargo, North Dakota, manufactures tractor-mounted dozer blades used primarily in beef and dairy feedlots to push silage. Grouser is the leader in high performance tractor-mounted dozer blades.

Although the company has prior experience exporting globally, Grouser is always looking to expand their international reach. Grouser recently participated in Agritechnica, the world's largest trade fair for agricultural machinery and equipment, which took place November 8<sup>th</sup> through November 14<sup>th</sup>, 2015. Held every two years in Hanover, Germany, the show's 2,900 exhibitors draw in about 451,000 visitors from 115 countries.



Grouser's large booth in the USA Pavilion

To market their blades to potential customers and distributors, Grouser Products displayed their blade in a large booth in the USA Pavilion. The USA Pavilion, managed by the U.S. Commercial Service Agribusiness Team, allows companies to participate in the show with the added benefit of hospitality services, private meeting rooms, travel logistics, interpreters, extensive market outreach via CS's global network of trade specialists, a full color catalog and customized market research.

"The USA Pavilion definitely made things much easier for us," said Bryan Garberg, Sales Manager at Grouser. "Having everything set up and ready to go took the weight off our shoulders and helped us focus on networking. The translator helped us overcome some language barriers and get our foot in the door on several new leads. The major benefit of the show was being able to have face-to-face meetings with major OEMs, dealers, and customers to finalize dozer sales and discuss future business opportunities. We wouldn't have been able to make these contacts without the CS's awesome services at the USA Pavilion. We're definitely interested in having another booth in the USA Pavilion at Agritechnica 2017."

For more information on Grouser Products, visit their website at <http://www.grouser.com/>, and for information on the U.S. Commercial Service, call (701) 239-5080 or visit [www.export.gov/northdakota](http://www.export.gov/northdakota). For information on Agritechnica 2017, [click here](#).

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