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## Heating the Northlands with Precision

*Fargo-based Firm Finds Norwegian Partner with U.S. Commercial Service Gold Key*

Precision Equipment Manufacturing, based in Fargo, ND, manufactures flameless heaters with applications across industries as diverse as oilfield heating, flood mitigation, biological agent defense, ground thawing and pest removal, among others. In addition to being flameless, Precision's heaters emit no carbon monoxide and run very efficiently. The heaters can be controlled and monitored through state-of-the-art telemetry, making them ideal for remote heating applications.

Precision Equipment has called on the U.S. Commercial Service for assistance in numerous markets, including Russia and Kazakhstan in 2011, leading to new business and sales. In 2016, Precision was in a meeting with U.S. Senator John Hoeven's staff, who suggested the firm re-engage with the U.S. Commercial Service. Shortly thereafter, the staff from Precision discussed other potential new markets with the U.S. Commercial Service North Dakota Office staff, and Norway came up as a possibility. The U.S. Commercial Service North Dakota office also set up a conference call with its DC and Brussels based CE Mark experts, who provided suggestions, resources, and guidance for Precision to comply with European safety regulations.

Following some research and discussion, Precision decided to move forward with a Gold Key Service in Norway, where the U.S. Commercial Service office in Oslo set up numerous one-on-one appointments for the company during their visit to Norway in June 2016. The meetings led to a very strongly interested firm who decided to buy and test a unit, which shipped to Norway in January 2017. Precision staff followed up with the partner to develop further business opportunities in Norway.

"The Gold Key Program introduced us to the critical decision makers of the companies we were hoping to meet," said Joel Jorgenson, President of Precision Equipment Manufacturing. "Because of the leadership and services of the Commercial Service, Precision Equipment is now actively promoting our products throughout Scandinavia with opportunities for major market share for flameless heat. We are planning to replicate the immediate results from our Norwegian trip with additional Gold Key meetings."

For more information on how the Commercial Service can help your business export, contact Heather Ranck at [Heather.Ranck@trade.gov](mailto:Heather.Ranck@trade.gov) or visit [www.export.gov/NorthDakota](http://www.export.gov/NorthDakota). For more information on Precision Equipment Manufacturing, visit their [website](#).



The MagFan 4000 will be demonstrated for the construction industries of Scandinavia and Northern Europe.