



FACES *of* TRADE®



Success Stories with Korea



King Arthur's Tools

Tallahassee, Florida

Arthur Aveling

President and CEO

Industry

Manufacturing & Distribution

Number of U.S. Employees

8

Exporting Since

1991

www.katools.com



King Arthur's Tools is a small, family-owned business located in North Florida. The company offers a unique range of saw chain products developed to cut and shape a variety of different materials. Over the years, King Arthur's Tools has worked to establish diverse and proven markets that include professional and amateur woodworkers, builders and electricians, home and boat remodelers, ice carvers, bonsai sculpting, and taxidermy.

The company's products have broad international appeal to a large market of woodworkers and woodcarvers because they greatly improve productivity and creativity, are affordable, and have a reputation for quality. These factors have led King Arthur's Tools to export its products to more than 50 countries worldwide.

Exporting has enabled King Arthur's Tools to expand. Currently, the company employs five people whose jobs are tied directly to the foreign business and the company sees potential for further growth in international markets.

Arthur Aveling, president and CEO, recognizes the barriers to growing trade abroad. **"The biggest barrier to international trade which we face is the duties imposed on our products. Trade agreements would increase our exports by reducing these duties and, ultimately, make our products more affordable in other countries. This is especially true in Korea where duties for American-made goods are very high."**



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