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News Article

Falcon Waterfree Technologies Soars with \$3 Million Deal in China

California-based Falcon Waterfree Technologies (Falcon) manufactures a patented waterless urinal system. Falcon's system can replace traditional urinals in buildings with public restrooms and reduce water usage, translating into significant cost savings for building owners. In addition to saving water, Falcon's product reduces the volume of wastewater that needs to be treated and the costs associated with maintaining flushable systems. Cities that promote the installation of waterless urinals can also reduce the amount of investment needed both for water supply and municipal wastewater treatment facilities.



Going waterless—a natural fit for China

In China, where local cities are facing severe water shortages, market

prospects for waterless products are bright. To break into the Chinese market, Ditmar Gorges, Executive Vice President of Falcon, turned to the U.S. Commercial Service (CS) in mid 2002 for help.

A long-time client of the CS Export Assistance Center in Newport Beach, California, Gorges tapped the expertise of CS trade specialists from Newport Beach, Shanghai and Beijing. This CS "tag team" consisted of Kristin Houston of the CS Newport Beach office; Julie Chang Holt, Jim Mayfield, Scott Yao and Stellar Chu of the CS Shanghai office; and Kellie Holloway, Wang Yi and Cao Yue of the CS Beijing office. They all worked with Gorges to develop a customized, detailed multi-phased market-entry strategy for Falcon.

Market intelligence, ongoing support and partnerships are key

Through the CS Platinum Key Service, Falcon was able to leverage customized market research and market updates, map key government entities, identify laws and regulations related to the conservation of water and installation of plumbing products in China, and promote its product to Chinese officials and potential partners.

Trade specialists from CS Beijing conducted extensive market research for Falcon's new-to-market waterless urinal system, including personal interviews with appropriate high-level regulatory officials. They also produced a comprehensive report on the relevant laws and regulations for plumbing products. And to ensure maximum exposure for Falcon, CS Beijing actively promoted Falcon's product for Olympic demonstration project applications meeting with the Beijing Olympic Organizing Committee, universities and other research and regulatory bodies.

Meanwhile, in Shanghai, CS trade specialists provided ongoing support of Falcon's efforts to establish strategic partnerships with two American companies already doing business in China, American Standard and Johnson Diversey. Specifically, CS Shanghai helped Falcon to identify a Shanghai sales manager to coordinate the activities between these companies and liaise with CS China. In addition to extensive counseling, CS trade specialists also accompanied Falcon's

Photo: In front of Beijing's Forbidden City at Tiananmen Square are (from left): David Gossack, Commercial Officer CS Beijing, Ditmar Gorges, Executive Vice-President, Falcon Waterfree and Wang Yi, Commercial Specialist CS Beijing.

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representative to meetings with local Shanghai real estate developers to solicit initial feedback on Falcon's product. To boost exposure for Falcon, CS Shanghai helped to coordinate a successful outreach mission to meet with the Nanjing Vice-Mayor and the Jiangsu Province Party Secretary.

Flush with success

As a result of this high-level exposure, Gorges was invited back to Nanjing for follow-up meetings with the Mayor of Nanjing to discuss incorporating Falcon's technologies into their city's environmental plans. Regarding their partnership-building efforts, Falcon signed an agreement with Johnson Diversey China for a guaranteed minimum purchase of 225,000 urinal cartridges valued at over \$3 million. Additionally, Falcon expects to sell housings for the porcelain urinal basins and other accessories for their system to American Standard in the near future.

Said Gorges, "The effectiveness of the Commercial Service, compounded by the highest level of communication and professionalism, led to one of the most successful engagements our company has experienced. We are extremely gratified by the export opportunities we have obtained by utilizing the Commercial Service)."

The CS uses its network of 108 U.S. and 150 international locations to help small to medium-sized companies like Falcon sell their products in foreign markets. The CS's China Business Information Center (BIC) is the most comprehensive resource for China trade-related information and can help U.S. businesses sell their products in the Chinese market. More information about the BIC can be found by visiting export.gov/china or by calling **800-USA-TRADE**.

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