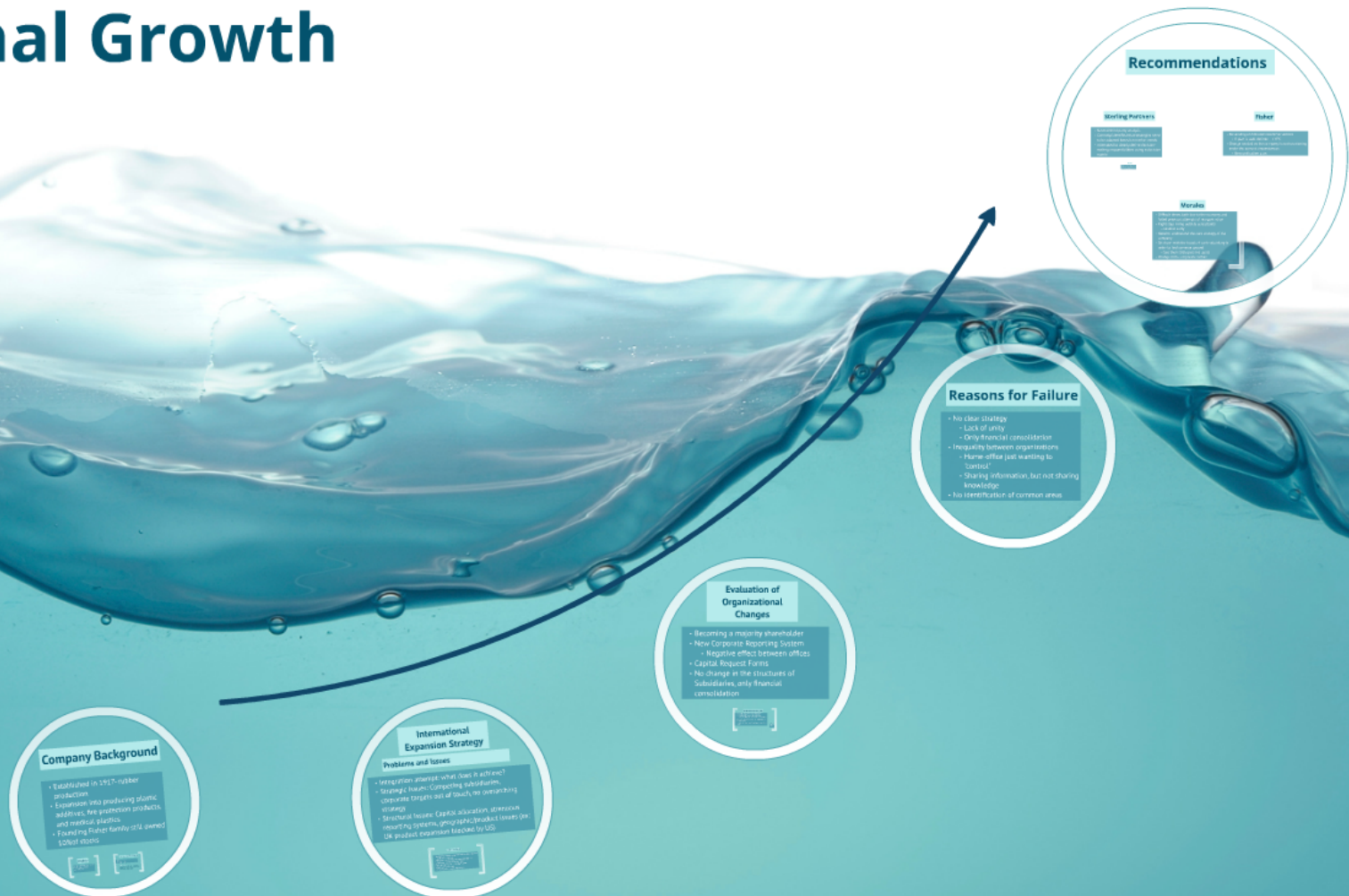


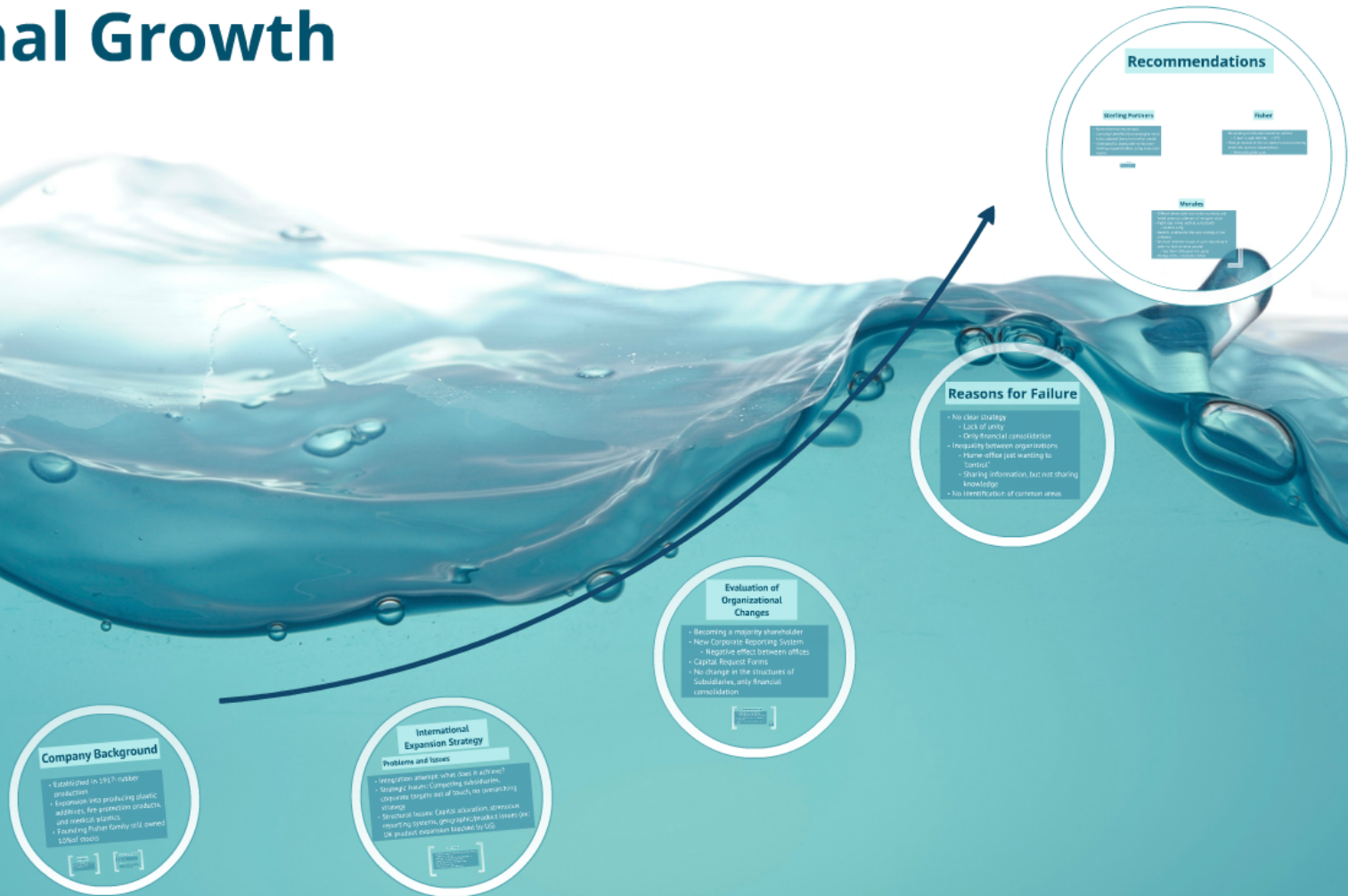
Kent Chemical: Organizing for International Growth

Mari-Liis Laiverik
Kyle Rydalch
BUS 455 Case Study



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Company Background

- Established in 1917- rubber production
- Expansion into producing plastic additives, fire protection products, and medical plastics
- Founding Fisher family still owned 10% of stocks

Products

Consumer products: Grease-B-Gone
Fire Protection Products
Medical Plastics

Kent Chemical International

- Exports
- Licensing agreements
- Specialty sales territories

Change in 1998:

"Our goal is to remain Kent, then a U.S. company, enabling us to remain market to our other divisions, manufacturers, and sales worldwide."

Products

Consumer products: Grease-B-Gone
Fire Protection Products
Medical Plastics

Kent Chemical International

- Exports
- Licensing Agreements
- Minority Joint Ventures

Change in 1998:

"Our goal is to remake Kent from a U.S. company dabbling in international markets to one that develops, manufactures, and sells worldwide."