



Plastic-View Receives Export Achievement Award

## **FUTURE LOOKS BRIGHT FOR SUN STOPPING COMPANY PLASTIC-VIEW ATC**

PLASTIC-VIEW ATC is a small business but the world's leading manufacturer of window shades for air traffic control tower (ATCT) cabs. Their shades have been installed in 98% of all U.S. civil and military ATCT cabs, as well as in over 75 nations worldwide. While they also offer a full line of window shades for commercial and residential applications, their focus has always been on the very specialized field of ATCT cabs. The firm is located in Simi Valley, California.

PLASTIC-VIEW ATC has worked with the Commerce Department (DOC) during much of its 59 year history and with the U.S. Commercial Service (CS) in particular, for the past 25 years. During this time the firm has used most of the services and programs the DOC and Commercial Service have to offer, including market research reports, export contact lists, Commercial News USA, and many others. The principals of the company, Mr. Sonny Voges, President and Mr. Ryan Voges, General Manager, have been very appreciative of the help the Commercial Service has provided Plastic-View on a periodic basis and have this to say in this regard: "We have worked as closely as possible with the U.S. Commercial Service and it has been of most value to our efforts. This effort is often combined with FAA/AIA."

On another occasion the following was also stated: "The U.S. Commercial Service has been a HUGE HELP to Plastic-View on our export sales." This client company is a typical example of how the Commercial Service's assistance can be combined with the hard work, creativity and international know-how exporters demonstrate in order to achieve success in the global market place. Following is a list of some of the services offered by the Commercial Service and which Plastic-View's management has used throughout their journey into the vast territory of foreign buyers: Commercial News USA, ISA reports, export contact lists, U.S. Department of Commerce Trade Shows, and value added assistance.

A key to their success, as well as a business philosophy, is Plastic-View's commitment to quality. Others can produce cheaper window shades using inferior component parts. For the budget minded residential shopper, this may be acceptable. In an ATCT cab, where air traffic controllers rely on visibility to ensure air and ground traffic safety, human lives are at stake. Only the highest quality window shade is acceptable for this critical application. Every component part has been developed and engineered specifically for ATCT use with no shortcuts taken along the way. Plastic-View window shades dramatically reduce sun, heat, and glare, allowing controllers to perform their duties and easing stress in a pressure filled working environment.

Because of their superior quality, Plastic-View window shades achieve a much longer lifespan over that of their competitors. Over the decades Plastic-View has documented that in virtually every instance, their shades have outlasted those produced by others; Plastic-View shades consistently perform 3 to 4 times longer than their competitors. When viewed as a long-term perspective, Plastic-View window shades' cost per year is drastically lower than others, making their product the safest *and* most economical choice.

In addition to providing the world's best ATCT cab shade, Plastic-View offers their exclusive PV-128 Sales & Service Program. An important part of the program is the maintenance of comprehensive records for the ATCT's they supply. Operating as a quasi-government agency, Plastic-View monitors shade agings. This allows them to make regular reports to various aviation agencies, which aides in the budgeting process and the formation of a sensible replacement schedule. This helps ensure the ATCT's in most need of new shades receive them. With the precise shade sizes on file for 2000+ ATCT cabs, Plastic-View has the ability to promptly ship routine or emergency replacements.

With a nationwide network of highly qualified installers, Plastic-View has a trained professional within about an hour's drive of virtually every ATCT in the U.S. Service after sale is of utmost importance. Additionally, Plastic-View performs the sole research and development for ATCT cab shade technology.

Any time they introduce an improvement, they work closely with the government to revise the specifications to ensure ATCT's continually receive the most up to date advancements. They are currently in their 10th revision.

Entering their 60th year in business, Plastic-View is as dedicated as ever to improving air and ground traffic safety for the flying public. They are developing further improvements to ATCT cab window shades and looking to expand into additional regions.

The U.S. Commercial Service is a U.S. Commerce Department agency that helps small and midsize U.S. businesses sell their products and services globally. The Ventura, California U.S. Export Assistance Center is part of the agency's worldwide network, which includes 108 U.S. Export Assistance Centers throughout the United States and more than 150 international offices in 87 countries. To learn more, contact your [local U.S. Export Assistance Center](#) or call 1-800-USA-TRAD(e).

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