

RADIUS®

RADIUS Corporation • 40 Willow Street, Kutztown PA 19530 • 610.683.9400 • www.madebyradius.com

RADIUS Introduction:

RADIUS is a second generation, family run oral care manufacturer based in Kutztown, Pennsylvania, USA. For over 39 years we have been trusted to make the most eco-friendly, natural, and innovative oral care products for the whole family including toothbrushes, toothpastes and floss. With our landfill biodegradable handlesⁱ, vegetable-based bristles, replaceable toothbrush head technology and certified USDA organic toothpastes, we continue to redefine what should be the conventional oral care offering, even for your pets. We are proud to be supporting sustainable US jobs in addition to being certified WBENC (Women's Business Enterprise National Council) and a WOSB (Women Owned Small Business).

RADIUS was the proud to be the recipient of the Presidents 'E' Award for exports in 2016, recognizing our significant contribution to the expansion of U.S. Exports. We currently have 30 staff members and have exported to as many as 40 different countries. As much as 25% of our business at any given time can be directly attributed to international sales and we were also two-time recipients of the PPP loans; the first in 2020 and the second in 2021.

Devan Bio:

My name is Devan Walding and I am the VP of Sales here at RADIUS. I have 3 citizenships including USA, Canada and Australia. I have lived, worked and studied in all three countries. The majority of my career has been working in International Sales including time spent as a distributor in Australia for an American company. In 2021 I took over global sales responsibilities at RADIUS. I'm currently studying for my MBA at the University of Wisconsin and am proud to work for a family run, made in America business located in Kutztown, Pennsylvania, USA.

Testimony:

RADIUS is a small company with limited resources, with a unique value proposition. Selling our product requires effort and time. We're constantly pursuing international expansion opportunities via both digital and physical formats, online and in person. We engage with both state and federal resources, including the Pennsylvania Department of Community and Economic Development in addition to the US Commercial Service. These assets continue to prove invaluable as we seek expertise and expert opinion where we cannot afford it ourselves. This access and support allow us to compete in an increasingly competitive global marketplace while also promoting Made in the USA product and providing local jobs.

The STEP Program has enabled RADIUS to participate and compete in channels that we'd otherwise struggle, or simply not be able to afford. The sheer availability of these grants allows for us to start a dialogue around what opportunities would provide the best return on investment for our brand, and ultimately made in America products. Finding the funds to participate in many of these initiatives is often the roadblock that limits our ability to participate, thus keeping us of the global stage and potential sales.

While tracking the material impact of these investments can sometimes take years to confirm, our ability to invest in sales programs, through the flexibility of the STEP program, keeps us agile enough to remain competitive. Most recently, the Cosmoprof Trade Show in Bologna, Italy had over 220,000 attendees with 144 countries of origin. We received inquiries from 13 separate countries. The impact of show attendance cannot be understated. We sell a physical product and the ability to showcase RADIUS, in person, could be the material difference between securing new business and not.

ⁱ EcoPure® enhances the products end of life when responsibly disposed. Polyolefin materials using EcoPure® have been tested via ASTM D5511 to show a 40.2% biodegradation over 385 days of testing compared to the same polyolefin material without EcoPure® show 3.2% biodegradation over the same testing period. Results shall not be extrapolated past the actual duration of the tests.