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dorsement this equates to. This status is not given out lightly; there are many businesses that export at just the same rate as we do, but they do not have the financial infrastructure or systems in place to be recognized as we have been. We must continue to take a retrospective look at recent export history to ensure we are upholding the high standards for which we have been credited."

Companies looking to apply for approved exporter status should be prepared to provide everything from straightforward identification of goods and quantity / value of consignments to be exported each year, to more complex

detail about rules of origin for preferential exports to a particular country, and imported raw materials.

McGreal added: "We chose to employ the services of an expert in this field as a consultant and I'd recommend other businesses looking to achieve the status do the same. One can't cut corners when dealing with exports, tariffs, and varied customs procedures. This is a specialist field of expertise in its own right, which is why we are especially pleased with the positive outcome of our application."

SP's business model and growth strategy is largely based on leveraging partnerships with distributors that represent a specific geography. Many of those dealers take regular shipments of equipment, for both stock and direct delivery to a jobsite or project.

**Columbus McKinnon
Opens New Entertainment
Training Center of
Excellence at Rock Lititz**
*Get hands-on product & safety
training in an environment designed
for entertainment professionals*

Committed to serving the needs of the entertainment industry, Columbus McKinnon Corporation (NASDAQ:

CMCO), a leading designer, manufacturer and marketer of material handling products, systems and services, is excited to announce the grand opening of its new entertainment training center of excellence at Rock Lititz. Located on a 96-acre campus in Lititz, Pennsylvania, Rock Lititz is a one-of-a-kind community for the live event industry, with resources ranging from design, engineering, training and products for production professionals.

Working side by side with some of the most well-known names in the industry, CM-ET, Columbus McKinnon's entertainment technology division (www.cm-et.com/), designed its Rock Lititz studio to be a center of rigging safety and application knowledge. This space offers students and professionals who use and rely on motor and rigging equipment with immediate access to the professional technical support they need to be safe and more productive.

"Columbus McKinnon is proud to be part of the Rock Lititz community," said Ken Tilson, entertainment vertical market specialist. "Located in POD 2, the collaborative hub of Rock Lititz, our center brings comprehensive training directly to entertain-

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Straightpoint has received approved exporter status from the UK's HMRC.