



**FOR IMMEDIATE RELEASE**

Media Contact:

Åsa McLoughlin  
President and Co-founder  
Velody Trade  
503-972-4181 | [Asa@velodytrade.com](mailto:Asa@velodytrade.com)  
[www.velodytrade.com](http://www.velodytrade.com)

**VELODY TRADE LAUNCHES INTERNATIONAL TRADE CONSULTING FIRM TO HELP IMPORTERS INCREASE PROFIT AND MINIMIZE RISK DURING ECONOMIC DOWNTURN**

*Firm opens doors with [180s](#), [HTnaturals](#) and [Chris Sports North America](#) as clients*

**PORTLAND, OR – January 13, 2009** – [Velody Trade](#) has announced the official launch of its international trade consulting and managed service firm. Co-founded by Åsa McLoughlin and Jon Ensign, the Portland, OR-based international trade manager helps companies such as manufacturers and importers save money and reduce risks by streamlining business processes, managing trade partners and navigating the complex global regulatory environment.

Velody Trade’s co-founders have more than 35 years of combined experience advising some of the world’s leading apparel, footwear and manufacturing businesses on sourcing, logistics, supply chain management, tariff engineering, customs compliance, duty refunds and trade finance. McLoughlin and Ensign decided to launch the firm when their previous employer, [Sojitz Corporation of America](#) — the U.S. subsidiary of Tokyo-based trading company, Sojitz Corporation — closed its trade management solutions division earlier this year. Velody Trade was established to provide continued support for former Sojitz clients, as well as new clients in need of international trade consulting and managed service support. Velody Trade’s major clients include [Chris Sports North America](#), [180s](#) and [HTnaturals](#).

“Velody Trade is different than standard consulting firms in that we provide the option of managed service for as long as the client desires,” said Åsa McLoughlin, company co-founder and president. “After designing an improved process, we can work with the client on a monthly fee basis to ensure the new process is fully integrated into day-to-day operations for maximum benefit.”

The firm’s unique managed service offering entails a wide range of support including business process engineering and implementation; day-to-day management of global trade partners such as brokers and forwarders; and financial consulting to improve cash flow and recapture eligible duty refunds.

“The team at Velody Trade is a valuable extension to our team,” said Dave Ellingson, [Chris Sports North America](#) CEO. “With them we get strong supply chain expertise on a variable cost basis. This

allows us to keep personnel costs down as we focus on sales and brand development. Simultaneously, we build streamlined and compliant operations that will continue to serve us as we grow.”

Velody Trade’s managed service option can be also be utilized by clients to implement a more robust customs compliance plan; this helps businesses avoid customs violations and protect their invaluable global trading privileges.

“Optimizing an overall business process strategically centered around trade compliance makes perfect sense,” said Jon Ensign, Velody Trade co-founder and chief operating officer. “We don't view compliance as a barrier; rather, a strong framework around which we can design the most efficient operations for an end result of lower cost and less risk.”

In order to help its clients address operational inefficiencies, changing customs regulations, emerging technologies and other challenges associated with global trade, Velody Trade collaborates with best-in-class strategic partners such as [TradeCard, Inc.](#), a business specializing in trade transaction automation.

“We are very excited about our partnership with Velody Trade,” said Kurt Cavano, TradeCard, Inc. CEO. “Their deep customs and logistics domain expertise — combined with their highly personalized customer support methodology — makes them the perfect partner for delivering our technology and services to the small- and mid-size enterprise (SME) market. Our combined services significantly raise the bar on what is currently available to the SME customer.”

### **About Velody Trade**

Velody Trade provides international trade consulting and managed services to help small- and mid-size companies increase profit, optimize operations, manage growth and minimize risk. Its co-founders have more than 35 years of combined import and export experience advising some of the world’s leading apparel, footwear and manufacturing businesses on sourcing, logistics, supply chain management, tariff engineering, customs compliance, duty refunds and trade finance. The firm’s unique blend of business process consulting, implementation and managed services provides clients with short- and long-term solutions for cost savings and risk reductions.

Visit Velody Trade at [www.velodytrade.com](http://www.velodytrade.com).

###