

Who We Are...

Harry Moser is the President and Founder of the Reshoring Initiative. He was inducted into the *Industry Week* Manufacturing Hall of Fame in 2010 for his work in pioneering the reshoring movement, and was awarded *Quality Magazine's* Professional of the Year in 2012.



Harry Moser, President

What We Do...

The Reshoring Initiative is the leader in motivating and enabling the return of manufacturing to the United States. We help manufacturers and suppliers recognize the Total Cost of Ownership (TCO) of both offshoring and reshoring. Using the following tools provided by the Reshoring Initiative, manufacturers are able to make sourcing decisions that reduce their total cost of ownership of parts and tooling, improve their balance sheet and make product innovation more effective.

- **Reshoring Library:** An online database that catalogs nearly 300 articles on cases of reshoring, sortable by state, country, industry, reason, etc.
- **Reshoring Case Studies Template:** A user-friendly platform where manufacturers, technology suppliers and distributors can easily report cases of reshoring. These cases are then posted in various locations and searchable in the case study library.
- **TCO Estimator™:** An intuitive online calculator for determining a company's profit and loss impact of reshoring or offshoring.

All tools from the Reshoring Initiative can be found online at www.reshorennow.org.

These tools can also be accessed through the U.S. Commerce Department's website: www.manufacturing.gov/reshore.html

Contact us for information and help:

The Reshoring Initiative

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www.reshorennow.org

- Facebook:** www.facebook.com/ReshoreNow
- Twitter:** www.twitter.com/reshorennow
- Blogger:** reshorennow.blogspot.com
- LinkedIn:** www.linkedin.com/groups?gid=3698300



For media inquiries, including requests for interviews, please email media@reshorennow.org.

Reshoring Initiative

Bringing Manufacturing Back Home

Our Mission

Bringing good, well-paying manufacturing jobs back to the United States by assisting companies to more accurately assess their total cost of offshoring, and shift collective thinking from 'offshoring is cheaper' to 'local reduces the total cost of ownership.'

www.reshorennow.org

Understanding the Benefits of Reshoring

There are several reasons companies are choosing to reshore back to the United States, including:

- Wage/currency changes
- Higher quality of products
- Shorter lead time, faster product development, adjustments, and localization
- Reduced delivery time and freight cost
- Reduced cost and time for personnel travel
- Less inventory, less shelf time
- Less loss of intellectual property
- Easier communication
- More sales from the growing preference for “Made in America”
- Local tax incentives
- Easier regulation compliance

In addition to corporate benefits, there are several national benefits to reshoring, including:

- Helps balance the trade deficit
- Creates productive jobs
- Fosters a skilled work force
- Balances the budget deficit
- Reduces unemployment
- Generally improves the U.S. economy

Potential for reshored jobs

Consideration	# of Manufacturing jobs *	# of Total New Jobs*
Today: If all companies use TCO (Reshoring Initiative)	~500,000	1,000,000
By 2012: If Chinese wage trends continue (~BCG)	1,000,000	2,000,000
With better U.S. training, process improvement, automation, tax rates (~AMP)	2,000,000	4,000,000
If there is an end to offshore currency manipulation	3,000,000	6,000,000

* # of jobs is cumulative and “Total New Jobs” assumes a low 1.0 multiplier effect

What is the Total Cost of Ownership Estimator™?

The Total Cost of Ownership Estimator™ (TCO Estimator) is a complimentary tool that enables aggregation of all cost and risk factors into one cost for simpler, more objective decision-making.

The TCO Estimator is available to everyone.

Simply visit www.reshorennow.org. Log-in. And, perform your total cost of ownership analysis.

All data is recorded anonymously and kept confidential.

Who should use the TCO Estimator?

- Supply chain management
- Accounting
- Manufacturing management
- Industrial engineering
- Line management
- Sales
- Economic development groups
- Government



“When companies understand their total cost of ownership, they offshore less and reshore more,” said Harry Moser (far right) during a panel discussion on the factors that affect the potential for more reshored jobs during the White House Insourcing Forum on Jan. 1, 2012.

What You Can Do...

- **Use the Reshoring Initiative’s free tools** for sourcing decisions and selling against offshore competitors
- **Use archived webinars and presentations** from the Reshoring Initiative to inform your company or its customers
- **Post links** to the Reshoring Initiative on your website
- **Arrange** regional Reshoring Workshops
- **Become a Reshoring Initiative sponsor** and show your dedication to the rebirth of U.S. manufacturing
- **Has your company already reshored?** Help other companies decide to do the same by sharing your case study. Simply complete the user-friendly form found at www.reshorennow.org/casestudies.



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