

2016 Georgia Exporter of the Year

Everlast Synthetic Products

Carl Hazenberg, Founder/Part Owner

Everlast Synthetic Products of Woodstock, Georgia is a leading global supplier of seawall services, including manufacture of vinyl steel pilings which are used in design and construction seawalls, retaining wells and lake walls.



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Carl Hazenberg, founder and part owner of Everlast, recognizes that personal relationships are important in successfully conducting business internationally and is willing to invest time and funds to visit prospects and clients around the world. Unlike many exporters he is willing to consider opportunities in regions of the world that are considered high risk. To mitigate those risks he looks to the Georgia Small Business Development Center (SBDC), International Trade team as well as the staff of the US Export Assistance Center and other industry contact to evaluate projects and perspective partners.

The company's commitment to a comprehensive marketing and sales strategy that includes aggressively seeking export opportunities has enabled it to grow its markets, sales and jobs. Founded 10 years ago, Everlast began exporting in its third year of operations. That decision has led the company to successfully conduct business on six continents, increase its 2012 to 2014 three year sales by nearly 100 percent and grow its employee base to ten.

Everlast began to experience its most significant growth after Hazenberg participated in the workshop series, ExportGA. As part of that experience a team of trade experts from the SBDC, SBA, Georgia Department of Economic Development and U.S. Commercial Services were assigned to him as a resource for establishing an export strategy for the future. Four years later the Hazenberg continues to work with these resource partners as he further grows Everlast's international markets.