



Riverbank Laboratories – Illinois SBDC ITC at College of DuPage

Riverbank Laboratories started working with Zach Person at the International Trade Center at the Illinois Small Business Development Center at the College of DuPage in March 2015. Zach helped them obtain the CE Mark - a mandatory conformity mark for selling medical instruments in the European Union. This designation opens the door to additional markets and customers who require the CE Mark to do business. From a marketing perspective, the CE Mark also gives

Riverbank Laboratories a competitive advantage in their industry as a number of their US competitors do not possess the Mark. In order to leverage this advantage even more, Zach also worked with Riverbank Laboratories to apply for and win a Metro Chicago Exports Grant and embark on a rebranding project. This elevated brand incorporates the CE mark into a multilingual website and overall company narrative – strengthening their global image and exporting potential.