



Harry Moser, President

OUR MISSION

The Reshoring Initiative strives to bring good, well-paying manufacturing jobs back to the U.S. from overseas. We do this by helping U.S. companies more accurately assess their total cost of ownership and shift collective thinking from “offshoring is cheaper” to “local reduces the total cost of ownership.”

What We Do

The Reshoring Initiative carries out its mission by providing valuable tools and resources through the ReshoreNow.org website. These resources assist manufacturers and suppliers in making sourcing decisions that reduce their total cost of ownership, improve their balance sheets, and make product innovations more effective.

- Total Cost of Ownership Estimator™ – an intuitive online calculator for determining a company’s profit and loss impact of reshoring
- Case studies – A collection of reshoring success stories from manufacturers, technology suppliers and distributors
- Reshoring Library – An online database that contains over 1,500 links to articles on reshoring
- Webinars and presentations – An archive of past events from the Reshoring Initiative to inform employees or customers

Benefits of Reshoring for Companies

Today, many U.S. manufacturers are reevaluating their operations and taking a closer look at the benefits of reshoring, which include:

- Higher product quality and consistency
- Fewer supply chain disruptions
- Shorter delivery times and reduced freight costs
- Elimination of large-run production requirements
- Lower inventory levels and less shelf time
- Better responsiveness to changing customer demands
- Minimal intellectual property and regulatory compliance risks
- Improved innovation and product differentiation
- Easier communication with fewer language and time zone barriers
- Local tax incentives

Reshoring Trends

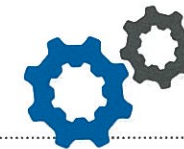
Manufacturing Jobs/Year	2003	2013	% Change	Feasible 2016
New offshoring*	~150,000*	30-50,000*	-70%	20,000
New reshoring	2,000*	30-40,000**	+1,500%	70,000
Net reshoring	-148,000	~0	-100%	+50,000

*Estimated/**Calculated

National Benefits of Reshoring

Reshoring is the most efficient way to strengthen manufacturing and help improve the U.S. economy. Benefits of reshoring to the Nation are:

- Helps balance the trade deficit
- Creates productive jobs
- Fosters a skilled work force
- Balances the budget deficit
- Reduces unemployment



What You Can Do

There are several ways for manufacturers, economic developers, associations and universities to get involved in the Reshoring Initiative. Begin by using the Reshoring Initiative’s free tools available at ReshoreNow.org for sourcing decisions and selling against offshore competitors.

You can also help spread the word about reshoring by:

- Posting links to the Reshoring Initiative on your website
- Arranging regional Reshoring Workshops
- Inviting the Reshoring Initiative to speak at an industry event or customer meeting
- Sharing case studies highlighting your company’s reshoring success at ReshoreNow.org/casestudies
- Accessing reshoring trend data that is searchable by industry, company, country, state, reasons, and number of jobs
- Using TCO Estimator and its aggregate data from the database to understand how cost is, on average, distributed among 29 cost factors



“ Approximately 60% of companies make sourcing and investing decisions based on labor rates, ex-works price or landed costs, ignoring 20% or more of the total cost. ”

Become A Reshoring Initiative Sponsor

Currently 35 organizations, ranging from industry associations to trade publications to machine tool builders, sponsor the not-for-profit Reshoring Initiative to support its mission of bringing manufacturing back home. Six sponsorship levels are available – Platinum, Gold, Silver, Bronze, Steel and Iron – and each one comes with valuable sponsor benefits.

Please visit reshorenow.org to learn more.

What is the Total Cost of Ownership Estimator?

The Total Cost of Ownership Estimator (TCO Estimator) is a free online tool that helps companies evaluate sourcing, identify alternatives and make a case when selling against offshore competitors. Simply visit ReshoreNow.org and log-in to perform your total cost of ownership analysis. All data is recorded anonymously and kept confidential.

