

## INTRODUCTION

Just Born, Inc. is a privately owned company founded in 1923 and headquartered in Bethlehem, PA, where it manufactures PEEPS®, HOT TAMALES®, MIKE AND IKE®, MIKE AND IKE® ZOURS® and TEENEE BEANEE® Brand Candies. PEANUT CHEWS® Brand Candies are produced in Philadelphia, PA. All Just Born candies are made in the U.S.A. and are exported to a number of world markets, where they are available to more than 1.5 billion people worldwide.

*"I am very happy to be working with FGI Risk Services. They worked very hard at getting our previously denied claim overturned and kept us updated every step of the process."*

**– Sue Szilagyi  
Sr. Credit Analyst  
Just Born**

## PROBLEM

As a part of its long term growth plan, Just Born is focused on international sales expansion. Realizing the risks involved in selling into new and foreign markets, Just Born purchased a credit insurance policy from the United States Export-Import Bank to ensure their global expansion was accomplished safely and effectively. In early 2009, as foreign sales continued to grow, Just Born incurred a large customer payment default so they filed a claim with Ex-IM. Unfortunately, the claim was declined when it was filed due to what initially appeared to be an out of compliance condition.

## SOLUTION

After the claim was declined, Just Born engaged FGI Risk and its T.R.U.S.T. platform to help optimize their credit insurance policy. FGI Risk's T.R.U.S.T platform provided Just Born with an automated denied claim appeal capability.

## RESULTS

Working closely with the associates at Just Born, FGI Risk used its T.R.U.S.T. platform to successfully overturn the claim denial. Just Born was paid in full on its claim which was valued in excess of \$250,000. In addition, the T.R.U.S.T. platform was able to obtain full buyer coverage from Ex-Im on additional customer orders in Asia and Europe. Since using the FGI Risk T.R.U.S.T. platform, Just Born has greatly enhanced their coverage under their credit insurance policy.

Moving forward, Just Born and FGI Risk Services will continue to work together to ensure Just Born's credit insurance policy is optimized by automating the monitoring of their policy conditions, thus enabling them to manage their foreign credit exposure.

