**UF PRO’s Strategic Expansion: Insights from Managing Director Jože Kastelic on the Company’s Growth Plans for the US Market**

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Jože Kastelic, Managing Director of UF PRO, recently provided valuable insights into UF PRO’s vision and goals for expanding into the US market, addressing the unique challenges and opportunities it presents.

As part of UF PRO’s long-term strategy, the company is establishing a strong presence in the US, building on its success in Europe. The company’s expansion into the US is focused on offering its premium tactical clothing to American military, law enforcement, and special forces units, continuing its mission of delivering high-performance, innovative solutions for professionals in extreme environments.

**Q: What prompted UF PRO to target the US market as a key focus for expansion?**

A: The US market is the largest tactical clothing market in the world, representing immense potential for growth. Over the years, UF PRO has developed a strong foundation in Europe, building its reputation as a premium provider of innovative, high-quality tactical clothing. Expanding further into the US is a natural evolution, supported by a robust logistics framework, growing demand for UF PRO products, and the company's proven success in the highly competitive European market.

UF PRO has already made a significant impact in the US, with partnerships extending beyond SWAT units to include police departments, DEA teams, NASA laboratories, and a growing base of end consumers. Now, with UF PRO USA Inc. and operating office located in Charlotte, North Carolina, the company is making a clear commitment to the US market, supported by a dedicated local team. This team ensures a more personalised approach to US customers, allowing UF PRO to better understand and address specific needs. The expansion is not just a market entry; it’s a strategic move to establish UF PRO as a long-term presence in the American tactical clothing landscape.

**Q: What specific goals does UF PRO aim to achieve in the US market?**

A: UF PRO’s primary objectives in the US include increasing overall sales and market share while establishing itself as a trusted and recognisable brand among military and law enforcement professionals.

**Q: How does UF PRO plan to maintain high standards while scaling in the US?**

A: Scalability does not mean compromising on quality or customer service—two pillars that UF PRO is built upon. The company will ensure its standards remain consistent by implementing rigorous quality controls and leveraging its existing expertise.

Having a local team in the US will allow UF PRO to focus more directly on customer needs, ensuring swift responses and culturally aligned communication. The team will also facilitate better after-sales support and closer collaboration with end users, creating a feedback loop that helps improve both service and product innovation.

Additionally, UF PRO’s existing logistical network provides a strong backbone for this expansion, minimising risks during scale-up and maintaining operational efficiency.

**Q: What challenges are anticipated in the US market, and how will they be addressed?**

A: Although UF PRO is not new to the US market entering directly presents unique challenges. The market is highly competitive, with strong domestic brands and complex regional requirements. Additionally, differences in customer expectations and preferences between the US and European markets demand tailored approaches.

To address these challenges, UF PRO will focus on expanding brand awareness, leveraging its existing partnerships, and highlighting the proven quality and innovation of its products. Building a local team will ensure closer alignment with cultural and operational nuances, enabling the company to provide personalised support and maintain its high standards for customer satisfaction.

**Q: How does UF PRO differentiate itself from competitors in the US?**

A: UF PRO’s core differentiator is its focus on solving customer problems through superior product design and functionality. The company listens carefully to its customers, understanding their needs and tailoring solutions accordingly. This approach is especially valuable for smaller units and specialised teams who often have specific requirements.

Furthermore, UF PRO stands out in the market by offering after-sales support that goes beyond industry standards. From rapid response times (often within two hours) to incorporating feedback into product development, UF PRO fosters a deeper connection with its customers. This customer-first philosophy, combined with products that offer exceptional performance for their price, sets UF PRO apart.

**Q: What impact will the US expansion have on UF PRO’s operations elsewhere?**

A: The US expansion leverages UF PRO’s established presence in the market to amplify the brand’s visibility and reputation both domestically and internationally.

Direct engagement with American end-users will provide invaluable insights, driving product innovation and refinement that benefit professionals worldwide. By combining this closer connection with a strengthened distribution network, UF PRO is well-positioned to enhance its ability to meet customer needs across all regions. This strategic move underscores the company’s commitment to reinforcing its leadership in tactical clothing on a global scale.

**Q: How will direct market entry complement UF PRO’s existing distribution network?**

A: UF PRO’s direct entry into the US market is designed to complement and enhance the work of its existing distribution partners.

A dedicated US-based team will provide additional resources to drive brand awareness, offer better support to distribution partners, and engage more closely with end-users.

This strategy will create a stronger ecosystem where distributors benefit from increased brand visibility and direct feedback loops from American customers. By combining its established network with local operations, UF PRO ensures that all efforts contribute to mutual growth without compromising existing partnerships.

**Q: What changes are expected in UF PRO's market approach with the US team?**

A: With an already established presence in the US UF PRO's new team will further strengthen its direct engagement with customers. Acting as a local point of contact, the team will ensure faster, more personalised communication and enhanced support.

While the company’s core principles and operational approach remain consistent, the US-based team will provide deeper insights into market-specific needs and challenges. This localised presence will allow UF PRO to adapt more effectively to the demands of the American market while maintaining the high standards that have earned it recognition globally.

**Q: Which events and trade shows will UF PRO prioritise in the US?**

A: UF PRO plans to attend a mix of large-scale industry events, such as the SHOT Show, and more specialised gatherings like SWAT competitions and sheriff’s department showcases. These events allow UF PRO to engage directly with key decision-makers and end users, fostering stronger relationships and increasing brand visibility.

**Q: How will event participation strengthen UF PRO's presence in the US, and what goals does the company aim to achieve?**

A: Participating in events is vital for UF PRO to build connections, gather feedback, and demonstrate product capabilities. These interactions allow the company to refine its offerings and establish trust with key stakeholders. By educating potential customers about its unique tactical clothing and fostering long-term relationships, UF PRO positions itself as an active participant in the professional community it serves. Events also provide a platform to showcase innovation and solidify its reputation as a premium provider in the industry.

**Q: What is UF PRO’s vision for its position in the global market?**

A: UF PRO aims to solidify its position as the premier choice for tactical clothing among military, law enforcement, and professional users worldwide. The company is committed to excelling across all three channels—B2G, B2B, and B2C—ensuring its products meet the diverse needs of government organisations, businesses, and individual professionals alike.

To achieve this, UF PRO focuses on expanding its global market presence through targeted marketing, strategic partnerships, and a direct-to-consumer approach that emphasises user engagement and satisfaction. By continuously innovating and tailoring its solutions for specialised units, large organisations, and individual operators, UF PRO reinforces its reputation for exceptional performance, reliability, and versatility in tactical clothing.

This multi-channel strategy enables UF PRO to remain adaptable, serving a wide range of customers while maintaining the high standards that have established its global reputation.

***About UF PRO***

*UF PRO designs and manufactures high-end tactical clothing systems for professional end-users who demand the finest in mission support.*

*With decades of expertise in premium manufacturing, rigorous research and testing initiatives, and invaluable input from frontline personnel, these garments excel in quality and functionality. Each piece is crafted to support top-tier professionals in achieving peak performance.*

*Trusted by elite military and law enforcement units, UF PRO unwaveringly strives for perfection in every product so that the tactical clothing consistently meets the standards of these forces.*

*UF PRO is an integral part of the Mehler Systems group, benefiting from the rich heritage and expertise that the name represents. By aligning closely with Mehler Systems, UF PRO ensures seamless integration of its cutting-edge protection technology and superior tactical gear, providing operators with the edge they need to act with greater precision and confidence in difficult situations and challenging environments.*

*For more information about UF PRO please visit:* [*ufpro.com*](http://ufpro.com/)

***About Jože Kastelic:***

*Jože Kastelic, Managing Director of UF PRO since September 2022, has a wealth of experience in international business development, strategic management, and restructuring. With over 25 years of expertise across diverse industries, Jože has held significant leadership roles, including positions at Livar, Trimo Polska, and Alveus. His strategic insight and technical proficiency have made him instrumental in guiding UF PRO's ongoing expansion and growth.*

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