

Portland's traded-sector clusters

The Portland-metro region has identified groupings of traded-sector firms – companies that specialize in particular manufactured products or services that tend to cluster together because they draw competitive advantage from their proximity to competitors, a skilled workforce, specialized suppliers and a shared base of sophisticated knowledge about their industry.

Local and regional economic development strategies have identified a number of key traded-sector industry clusters as a focus for job and wage expansion strategies. This list shows the clusters identified in Portland-metro's economic development strategies and a sampling of the companies in each cluster.

Activewear & Outdoor Equipment

- adidas
- Benchmade Knife Company
- Columbia Sportswear
- Icebreaker
- KEEN Footwear
- Nike
- Pendleton

Clean Tech & Sustainable Industries

- CH2M Hill
- Gerding Edlen
- Glumac
- SERA Architects
- ZGF Architects

Renewable Energy & Energy Efficiency

- Iberdrola Renewables
- PECO
- Solaicx
- SolarWorld
- Solopo
- Vestas

Software & Electronics

- Coaxis, Inc.
- Hewlett-Packard
- IBM
- Intel Corp.
- Jama Software
- McAfee
- Tripwire
- TriQuint Semiconductor
- Wacom Technology

Traditional & Advanced Manufacturing

- Boeing
- Blount
- ESCO Corp.
- Evraz, Inc.
- Gunderson LLC/Greenbrier
- Madden Fabrication
- NACCO Materials Handling Group
- Oregon Iron Works
- PCC Structural
- Schnitzer Steel
- Vigor Industrial

A traded-sector story

Nike & Hydro Graphics, Inc.

When the University of Oregon football team took the field at the 2012 Rose Bowl, television viewers across the nation were awed by the new Nike Pro Combat uniforms. Particularly notable were the one-of-a-kind Liquid Metal helmets.

Nike partnered with Newberg-based Hydro Graphics, Inc. (HGI) to develop the eye-catching finish for the helmet. HGI developed a mirrored appearance using a proprietary HydroSkin water transfer printing technology to create the highly reflective surface, fittingly named HydroChrome.

"Working with Nike to develop these iconic helmets that were seen by millions of viewers around the country was huge for us. Without that partnership, we never would have had that opportunity," says Chris Thom, HGI President.

HGI was founded in 2006 as an extension of their previously established painting facility, Finish Line Industries, which began operations in 2001. HGI currently has 37 valued employees.

"Working with a small firm like HGI gives us the flexibility to do something really unique and special," says Nike's Global Creative Director for Football Todd Van Horne. "We can tap into special talents and processes by partnering with small firms such as HGI."