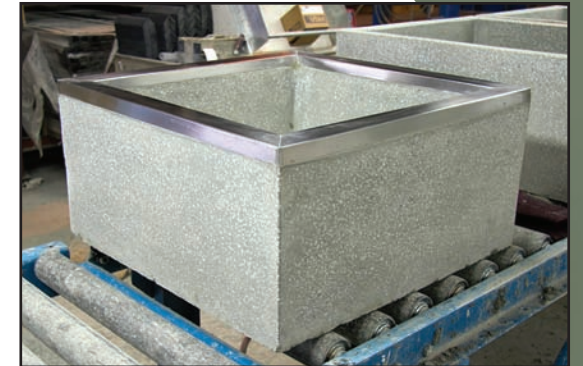


## QuickCorner PalletTop® Stands Up To Elements and Delivers Savings for Manufacturer of Terrazzo Mop Basins

When it comes to protective packaging, every product has its own set of challenges. For American Standard Brands, that challenge has been the cost-effective, damage-free delivery of its multiple sized, shaped and weighted Fiat® terrazzo mop basins to its industrial customers.

While the standard size basin is 24" x 24" x 12" and weighs 250 pounds, that's actually the smallest size. The protective packaging must account for square, rectangular and five-sided shapes, and support special configurations such as drop fronts. The basins' construction material, terrazzo (a composite precast material of black and white marble chips in Portland cement), requires additional protection from chipping. And, because the basins are often stored outside for extended periods, the packaging needs to be weather-resistant.



A terrazzo basin with stainless steel cap is ready to be packaged for shipping.

When Laminations first got the call, American Standard Brands was using a wood-and-wire crate packaging system. However, the crates were heavy and time-intensive to build and affix to the basin. And, after extended exposure to the weather, creosote would often seep out of the wood and stain the basins.

So Laminations proposed its laminated paperboard pack that includes VBoard® edge protection on the corners and PF PalletTop® on the bottom and top.

PF PalletTop consists of two pieces of notched VBoard that are riveted together on the ends and can be expanded to form a rectangle. The PalletTop pieces are placed on the bottom and top of the loads to cap and contain the corner protection of the VBoard on the four corners. In the case of the mop basins, the PF PalletTop conforms to the footprint of the basins. The corner VBoard pieces are 12 inches in length.



QuickCorner PalletTop® with hinged VBoard legs eliminates the need for tape while cutting the packaging process in half.

This solution was a vast improvement over the wood crates. It was lighter, less expensive and it eliminated the staining problem. However, it did sometimes break down when exposed to the elements for extended periods.

So when Laminations introduced its PVC-based Extruded VBoard® in 2005, Todd Hainer, Laminations manager, New Business Development, knew it could be customized to work for the mop basins. It was able to offer complete protection with zero shipping or handling damage, and was able to withstand the elements for outside storage. And like its paperboard counterpart, it was light and easy to use.

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## Personnel Announcements



BEV KINDSCHY

Laminations has hired Bev Kindschy as Sales Support Manager. In this newly created position, she is charged with supervising the Account Coordinators at the central office and with serving as the process owner for customer support at all Laminations locations. She also will champion sales systems and technology platforms while reporting to Bill Faster, Vice President, Sales.

Before joining Laminations, Bev served as a consultant in project management, system training and process optimization. Before that, she held leadership roles at Pierce Manufacturing in engineering, IT, and sales and marketing with responsibility for sales communications, opportunity management, software implementation, training, event planning and business process improvement.

She holds a bachelor's degree in business administration from the University of Wisconsin – Madison.

This newsletter is produced by Laminations, part of Great Northern Corporation's Specialty Group. Laminations is an innovative leader in manufacturing laminated paper protective products for the shipping, packaging, and warehousing needs of industry.

Major products include the VBoard® family of laminated edge protectors; UCrate® packaging containers for long, narrow products; and the FlatBoard® line of flat, foldable and die-cut edge and surface protectors. All Laminations paperboard products are made from recycled fibers and are fully recyclable.

Laminations' facilities include:  
"East" plant in Allentown, PA;  
"Southeast" in Jacksonville, FL;  
"Central-Headquarters" in Appleton, WI;  
"Northwest" in Wilsonville, OR;  
"West" in Fontana, CA.

We also maintain stocking hubs in Dallas, TX; Denver, CO; Hayward, CA; Salt Lake City, UT; and Phoenix, AZ.

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<b>East</b> 7220 Schantz Road Allentown, PA 18106-8804 Toll Free: 1-800-945-2626 610-706-0910 FAX: 610-706-0916	<b>Southeast</b> 1420 Vantage Way Suite 100 Jacksonville, FL 32218 Toll Free: 1-800-720-0401 904-741-3150 FAX: 904-741-3155	<b>Central - Headquarters</b> 3010 East Venture Drive P.O. Box 8033 Appleton, WI 54912-8033 Toll Free: 1-800-925-2626 920-831-0596 FAX: 920-831-0612	<b>Northwest</b> 9750 SW Hillman Court Suite 100 Wilsonville, OR 97070 Toll Free: 1-800-685-2626 503-682-7195 FAX: 503-682-1723	<b>West</b> 12075 Cabernet Drive Fontana, CA 92337-7703 Toll Free: 1-800-285-2626 951-727-8690 FAX: 951-361-2136
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# Leadership Letter

## PERFORMANCE PYRAMID POINTS THE WAY TO A PROFITABLE FUTURE

In the nearly 40 years we have been servicing our customers with edge protection, Laminations has earned a strong reputation for doing things right. Many customers rave about our superior customer service and how we go the extra mile to exceed their expectations.



This past year, our leadership team decided we should focus on, not only doing things right, but also on doing the right things. We reflected on the past, looked to the future and asked ourselves, "What must we do to profitably grow the company?" The exercise led us to create a Performance Pyramid composed of building block elements that lead to satisfied customers and support long-term profitability.

The first step was determining what is most important to our customers. Quality, including everything from performance to accurate calipers and correct piece counts, became a building block in our pyramid. Responsiveness—meeting customer request dates, solving challenging packaging problems, being able to react to quick turnaround orders and a reputation for competitive lead-times—is equally important. Together, quality products and responsive service hold the key to retaining current customers and attracting new prospects.

Next, we looked internally to determine what was most important to operations. Waste reduction was identified as another key building block. Reducing material waste and process waste in both the shop and the office logically lead to increased productivity, which essentially means doing more with the same resources throughout our company.

Finally, we determined that safety and wellness is the foundation that supports our entire business. People, in particular healthy people, are our greatest asset and the main way we differentiate Laminations from its competitors. We must continue our focus on safety and encourage all members toward participation in wellness programs.

Our Performance Pyramid, pictured here, tells the story of our past success and sets the path to profitable growth. To monitor our progress, we have established metrics and stretch goals in each of the building blocks. We meet monthly to report our scores and celebrate our progress. While we will always have opportunities for improvement, collectively all of the plants have improved in every area we are measuring.

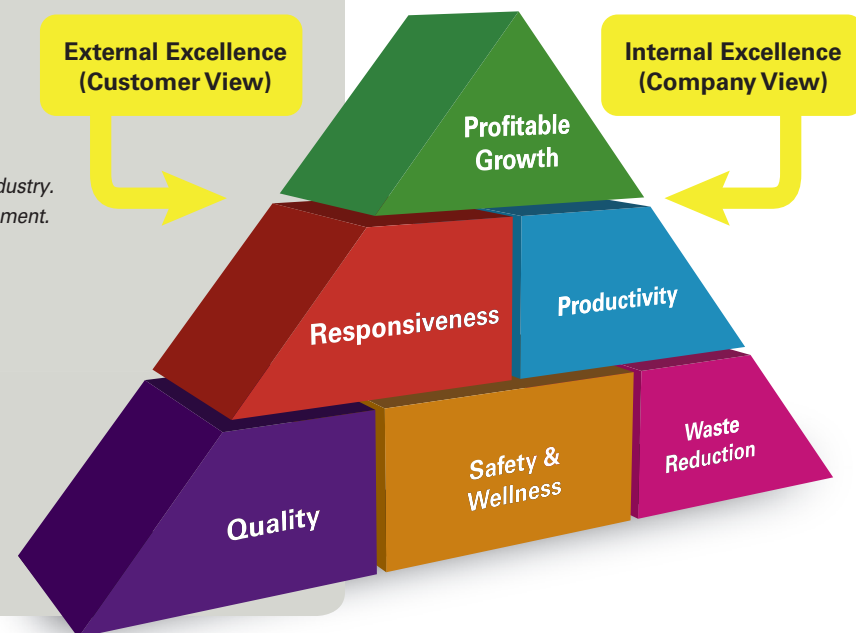
Many of us watch our favorite sporting teams compete on TV. We follow the score to see who wins. Our Performance Pyramid is our way of keeping score as we compete in our industry. Our score card shows we are getting better by every measurement.

It's fun to be on a winning team!

Sincerely,

Jeff Strenger

President, Laminations



(Continued from Page 1)

But the innovation hasn't stopped there.

Laminations recently created a "next-generation" of its PVC-based Extruded VBoard called QuikCorner PalletTop® for American Standard Brands. In this customized patent-pending product, hinged legs have been riveted to alternating corners of the PF PalletTop pieces giving complete corner protection.

To package the basins, the hinged legs are flipped out and PalletTop is fitted over the basin top. The basin is then flipped over mechanically and another PalletTop piece with extended legs is put on the bottom. This gives all four corners Extruded VBoard protection and the top and bottom Extruded PF PalletTop protection. The final step is stretch wrapping.

The added benefit is an easier, quicker package assembly which results in additional labor savings. In American Standard Brands' initial testing, the time to package the basins has been cut by more than 50 percent. QuikCorner PalletTop also eliminates the need for taping to hold the corner protectors in place during assembly, further cutting labor and material expenses.

The creative use of package protection materials to develop customized solutions is a hallmark of Laminations. To find out how Laminations can create a solution to meet your packaging needs, contact your account manager.

## Schirm and Pam Take Their Victory Lap

Harold Schirm, regional sales manager, and Pam Schroeder, account manager, are retiring from Laminations at the end of this year.



Harold Schirm

Schirm, known to customers and colleagues alike by his last name, has worked for Laminations for the past 13 years. He said he plans to play golf, workout at the Y, travel, do volunteer work and enjoy time with his six grandchildren.

"There have been a lot of changes over the years, especially with all the new communication technology, but it is still a people business and relationships are key," said Schirm. "It's been my pleasure to work for a great company."

Pam began working for Laminations in 1982, following six years working for Great Northern Corporation, first as a file clerk and then in customer service.

During her 31 years with Laminations, Pam's territory grew to include at least parts of eight states. When asked about changes in the sales world over the past 31 years, she replied, "People still buy from people, but with technology changing the way we work, it's gotten to be more of a challenge to find ways to forge those key personal relationships."

In retirement, Pam plans to get more involved in volunteer work with her church and to take a more active role as a shareholder in a start-up wine company in Napa, Calif. Beyond that, she has no hard-and-fast items on her bucket list.



Pam Schroeder

## Pack Expo Las Vegas Sets Records

Pack Expo Las Vegas 2013, held Sept. 23-25, set records in attendance and exhibitors with more than 27,500 processing and packaging professionals interacting with 1,750 exhibitors, including Laminations. Preliminary estimates from show host PMMI indicate that attendance was up 7.4 percent, and the number of exhibiting companies up more than 15 percent from the 2011 show.



At this year's show, Laminations and Rollguard unveiled new booth designs, with larger, bolder graphics. Their booths were located back to back on the end of a row, which allowed them to be visually and thematically tied together by a Great Northern sign that spanned the tops of both displays.

Staffing the Laminations booth were Jeff Strenger, Bill Faster, Todd Hainer, Corey Nugent and Wade Bue with a cameo appearance by Gary Anderson.

"We think the location and graphics of our booth this year were an extra draw in attracting visitors," said Faster. "We were pleased with booth traffic in terms of both quality leads and flow."