

Putting Packaging to the Test

Discover the best possible packaging solution for your specific application

Think your current packaging system is the best for your application? Put it to the test.

That's exactly what Todd Hainer, newly appointed technical sales representative for Laminations, is here to help you do. "Essentially, I'm a traveling problem solver," said Hainer. "I help our customers evaluate their current packaging systems to develop more efficient, cost-effective long-term solutions."

Hainer's role is to visit customers, typically with Laminations account managers, and work with them to develop recommendations for the most appropriate packaging solution for their specific application. "Everything I do depends on what each particular customer needs," said Hainer. "We work together to analyze every variable involved in their packaging process, to determine what we need to test and how we need to test it."

To begin, Hainer reviews the customer's product, how it is packaged, how it is handled, how they use edge protection and if they require other protective packaging products. In addition, he reviews the environments in which the products are handled, shipped and distributed.



Detailed graphs show scientific measurements of the displacement and compression force level after VBoard has been tested.

find that we can offer suggestions and recommendations on how to integrate lean manufacturing guidelines to help our customers streamline their entire packaging systems. There are a lot of areas where we find that cost savings can be achieved."

"We analyze the entire process to uncover the areas where there is potential for cost savings," said Hainer. "Throughout this 'packaging audit' phase, we often



Todd Hainer, newly appointed technical sales representative, works with testing equipment at the Great Northern ISTA-certified laboratory to develop more targeted, cost-effective packaging solutions for customers.

After careful analysis of a customer's specific application and all the contributing factors to the packaging, handling and shipping environments of the customer's product, the primary method Hainer uses to develop targeted packaging solutions is extensive compression testing. Hainer uses the Great Northern Corporation ISTA-certified testing facility to perform these tests.

"The MT Lab compression testing machine simulates the environment in which a product will be handled, shipped and distributed, so that we can get accurate readings of how specific calipers and lengths of VBoard will hold up under the rigors of this process," said Hainer.

The compression test essentially communicates how much pressure the VBoard will take before it begins to give a little. Scientific measurements of the displacement show how much the VBoard has deflected, while measurements of the compression force level tell how much weight the VBoard can take before it begins to deflect.

(story continued inside)

Looking Ahead...

How's your crystal ball nowadays? Is it as murky as mine? It is hard sometimes to predict the future when you're dealing with everything from rapidly increasing health care and energy costs, to managing your sourcing of materials and services, to trying to anticipate the unknowable impact of the global economy. And then there are customers, whose needs are constantly changing. How do we keep up?



Well, if you are to survive, let alone thrive, in business, you had better be talking with your key customers to understand what their unmet needs are, where their pain is. Because "business as usual" doesn't work very well any more. As a supplier, hanging on and hoping for the best is a recipe for disaster. You don't need much of a crystal ball to understand that outcome.

At Laminations, we are hard at work preparing for an unpredictable future. And we have found the best way to do that is to get close to our key customers and to clearly understand where they are headed and what obstacles to success they foresee. Working in partnership with them, we can become an important element in their future success.

How is this evolving? Well, we clearly understand that much of our business will continue to be our traditional VBoard product. To be viable long-term, we must be certain our costs align with the market's ability to pay. Throughout Laminations, there are many "lean" initiatives driving costs down and improving efficiency, both in the office and in the manufacturing areas. Driving down lead times to be the best in the industry is another commitment we have to ensure we are the supplier of choice.

We also are committed to providing unique and innovative solutions to the changing needs of our customers. We will continue to make substantial investments in personnel and equipment to support the development of new and better solutions to our customers' needs. (An exciting new product offering, a real problem solver, will be announced very soon.) We also have added packaging engineering expertise to enable us to be even more creative in what we have to offer.

Want some help looking ahead? Have a packaging or service problem today that is truly getting in the way of progress? Make Laminations your *first call* for help. Call 800-925-2626 and we'll be delighted to be of assistance. Thank you for your business and for the opportunity to serve you in the future.

Sincerely,

A handwritten signature in black ink that reads "Richard C. Detienne". The signature is fluid and cursive, with a long horizontal stroke at the end.

Richard C. Detienne, President
Specialty Group

Putting Packaging to the Test

(continued)

"What we're trying to do with this testing is to determine at what point we can get the VBoard to reach its maximum strength and residual compression resistance," continued Hainer. "We go through a series of tests, simulating different variables, to find this point. This tells us the ideal caliper and length of VBoard to use for each particular application. We often find that, by adjusting these measurements, we can produce a more cost-effective packaging solution."

Hainer often meets with customers who may be using a particular packaging system that has worked fine for them, but they are faced with the task of reducing costs.

"My role is to meet with customers and help them analyze all the contributing factors to their situation, and work with them to determine the most appropriate packaging solution to meet their needs," said Hainer. "We've often found that, once we implement the appropriate testing and analyze those results, we can develop even more cost-effective packaging solutions for their applications."

Hainer's immediate goal is to let customers know they can use him as a resource.

"We want to let our customers know about our testing capabilities, because we want to partner with them to develop the best packaging solution for their application, and testing is an integral part of that process," said Hainer. "This is a value-added service that we provide so that customers will know they have the best solution for their specific situation. And we want them to know that they can rely on us to continue to seek out the best solutions for them in the long term."

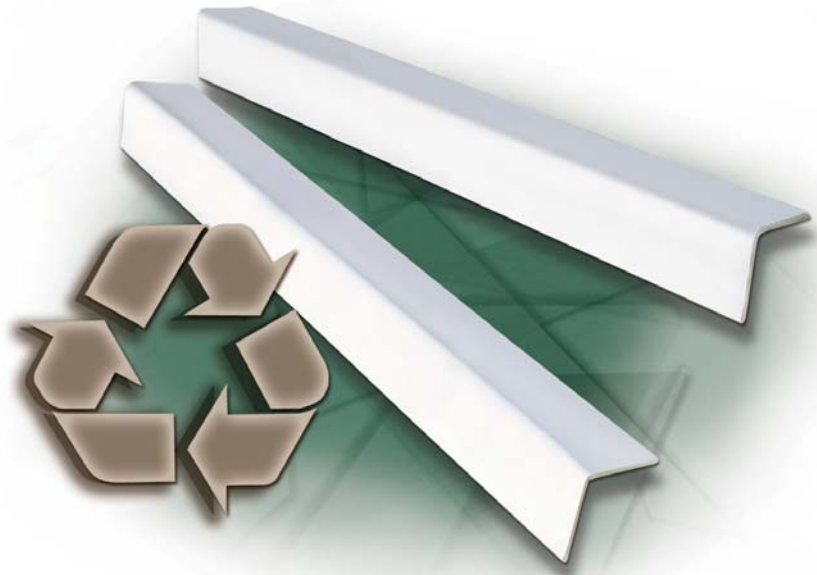
What's In Your Edge Protection?

When making a decision about which brand of edge protection to use, it is critically important to consider what goes into its construction. Some competitive edge protection products use a combination of co-mingled paper and plastic—and often, traces of metal get into the mix.

If you are in an industry where even a trace of contamination could have the potential to ruin your product and cost your company a tremendous amount of money—such as food processing—you simply cannot afford to take the risk of exposing foreign elements such as metal to your product.

Most food processors go to great lengths to ensure that no metal parts come into contact with their products, prohibiting jewelry or any other metal in processing for manufacturing, packaging and shipping areas—including any metal in packaging components. Many industries now even require product shipments to go through metal detectors.

VBoard® is constructed completely of recycled fiber, with absolutely *no* added plastic or metal. Approximately 80% is post-consumer waste and 20% is pre-consumer waste. The recycled fiber construction is built to the industry's highest standards of quality, precision and uniformity to ensure consistent strength and dependable



VBoard's 100% recycled fiber construction makes it a safe bet for industries such as food processing, where traces of metal cannot come into contact with product.

protection for load containment and stabilization. You can be assured that VBoard is not co-mingled, and it will go safely through a metal detector.

VBoard is also 100% recyclable, which brings with it a host of benefits. Its recyclability makes it easier to dispose of, because it can be thrown into the same baler that your company has for collecting and baling old corrugated. If a co-mingled product is thrown into this baler, it does NOT blend into the corrugated paper, and its presence can cause more problems down the line. Because it is easily recyclable, VBoard is also more earth-friendly than competitive co-mingled product.

From the inside out, VBoard offers the safest, most convenient, most effective edge protection solution.

Ready to Serve You

We've recently added new employees to better serve our customers from coast to



*Todd Hainer,
Technical Service
Representative*

coast. We would like to welcome **Todd Hainer**, who recently joined Laminations as a technical sales representative. In this position, Todd will work with our account managers to help

design and develop packaging solutions.

We are also excited to welcome **Suzanne von Valtier** as an account manager in the



*Suzanne von Valtier,
Account Manager*

Ohio Valley territory. Suzanne will be working with inside sales representative Linda Mueller on servicing accounts in Michigan, Indiana, Ohio, Kentucky and Tennessee.

GOODBYE AND GOOD LUCK TO ...

Don Cola account manager, who retired from the Laminations' East facility in April. Don had been with Laminations for more than 19 years.



Change Service Requested

P.O. Box 8033
Appleton, WI 54912-8033

PRSR STD
US POSTAGE PAID
APPLETON, WI
PERMIT NO. 380



www.laminationsonline.com

Laminations Compliant with U.S. Green Building Council Initiatives

The U.S. Green Building Council is a coalition of leaders from across the building industry that work together to promote buildings that are environmentally responsible, profitable and healthy places to live and work. This national consensus has an initiative that encourages all building material suppliers, from insulation to lumber to packaging providers, to have factories within 500 miles of each market. This initiative

was created to reduce fuel consumption during the shipping process.

Laminations meets this "green initiative" with strategically positioned plant locations. Our multiple locations allow us to serve customers in every area of the United States expediently and cost-effectively. As the Council's slogan states, when we "build green, everyone profits."

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 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: Laminations' "East" plant in Allentown, PA; "Central" in Appleton, WI; "Southeast" in Jacksonville, FL; "West" in Fontana, CA; and "Northwest" in Wilsonville, OR. We also maintain stocking hubs in Arlington, TX; Denver, CO; Hayward, CA; Salt Lake City, UT; and Tacoma, WA.

Show Biz

We'll be in booth #N9624 at Pack Expo Las Vegas 2005, September 26 to 28, at the Las Vegas Convention Center. Stop in and see how ChannelLock™, Extruded VBoard® and other VBoard® products can reduce costs and add value to your packaging systems.



East
7220 Schantz Road
Allentown, PA 18106-8804
Toll Free: 1-800-945-2626
610-706-0910
FAX: 610-706-0916

Southeast
1420 Vantage Way
Suite 100
Jacksonville, FL 32218
Toll Free: 1-877-265-2626
or 1-800-720-0401
904-741-3150
FAX: 904-741-3155

Central - Headquarters
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

Northwest
9740 SW Hillman Ct.
Suite 220
Wilsonville, OR 97070
Toll Free: 1-800-685-2626
503-682-7195
FAX: 503-682-1723

West
12075 Cabernet Drive
Fontana, CA 92337-7703
Toll Free: 1-800-285-2626
951-727-8690
FAX: 951-361-2136