

## Performance By Design

*New Extruded VBoard® and ChannelLock™ perform when put to the test*

“Customer needs are constantly changing, and we monitor these trends and respond to them by developing product innovations,” said Rob Swannell, newly appointed director of new business development for Laminations. “One of the most effective ways we identify the unique product benefits our customers require is through packaging audits, which consist of comprehensive analyses of their current packaging situation and development of appropriate packaging solutions that deliver these needed benefits.”

Laminations’ account managers and inside sales partners have always helped customers create unique packaging solutions, but their expertise is now augmented by the dedicated resources of Swannell, who has more than 20 years of experience developing packaging for similar industries. Swannell, who was most recently the sales manager for Rollguard® Products, another operating group of Great Northern Corporation, holds a degree in packaging from University of Wisconsin – Stout.

“I love the challenge of looking at a particular packaging situation and figuring out how to simplify, solidify and streamline it,” said Swannell. “My ultimate goal is to develop new packaging combinations and product innovations that will result in performance benefits and cost savings to our customers.”

Laminations has recently introduced two new additions to the product line-up, Extruded VBoard® and ChannelLock™, that deliver these benefits precisely.



Extruded VBoard®

“Extruded VBoard is Laminations’ first-ever plastic VBoard configuration,” said Swannell. “Plastic guarantees a host of benefits that add up to exceptional protection against damaging conditions.”

Since Extruded VBoard is 100% waterproof, it is an effective option for a variety of humid, wet indoor and outdoor environments such as the produce, steel, lumber and outdoor storage markets. In addition, it offers superior performance for flatbed truck product transport.



Rob Swannell, newly appointed director of new business development, with Laminations’ latest product innovations, Extruded VBoard and ChannelLock.

Extruded VBoard holds tighter tolerances than paper VBoard, especially in 90-degree angles, and it also takes up less space than paper edge protection for a given amount of strength. Also, the high-quality, shiny black appearance of Extruded VBoard projects a professional image for customers’ products and company.

This new extruded product is available in VBoard, VGuard® and FlexBoard® configurations to provide ideal packaging solutions for a range of applications. Custom-extruded shapes can also be developed for large-volume applications.

“Another recent innovation we developed is ChannelLock,” said Swannell. “ChannelLock combines the benefits of u-channel protection with the shipping efficiencies of VBoard. This combination results in optimal abrasion resistance for products during shipping.”

ChannelLock features two separate pieces that join together to create one solid, reliable form of edge protection. Customers can simply place two pieces of ChannelLock together at one

*(story continued inside)*

## Committed to Change...

“Transform.” “Adjust.” “Revolutionize.” “Modify.” Take your pick. There is no “business as usual” today. Whether it’s how we recruit and retain quality employees, what products and services we provide, or whom we consider our customers, each of these represents a moving target on doing business today. We constantly strive to refine our bundle of products and services to ensure we provide a meaningful value proposition to our various stakeholders.



Several of our key change initiatives include:

- Laminations recently relocated its West plant from Ontario to Fontana, Calif. Various manufacturing improvements have been implemented that will improve the safety, productivity and quality at this important facility.
- Investments in our New Business Development capabilities have resulted in several exciting, new proprietary products. These inventive solutions help us offer better answers to our customers’ packaging and shipping problems. Rob Swannell, who heads up this area, brings a wealth of packaging and creative experience to this challenging task.
- For those accounts needing substantial help in re-thinking their packaging requirements, we also offer packaging audit services to assist in this review.
- Technology plays an increasingly important role in supply chain management. Timeliness of answers and information, and the seamless exchange of ordering and shipping data, can significantly reduce the transaction costs of doing business. We are constantly strengthening our ability to assist in this area.
- Lean cuisine. Since our valued customers want to pay less, rather than more, and get their orders sooner, rather than later, it’s essential we function in a “lean thinking” environment at all of our operations. We must eliminate unnecessary steps and costs wherever they occur. Otherwise, we can’t serve our customers in the fashion they need and deserve.

As a major supplier of packaging solutions for over 30 years, we believe Laminations has a proven track record of success in partnering with our valued customers to provide the help they need. Some things change, but some things don’t! Make us your *first call* for help — at 1-800-925-2626. Thank you for the opportunity to earn your business.

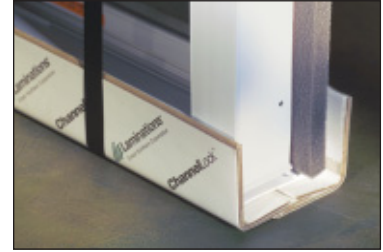
Sincerely,

Richard C. Detienne, President  
Specialty Group

## Performance By Design...

(continued)

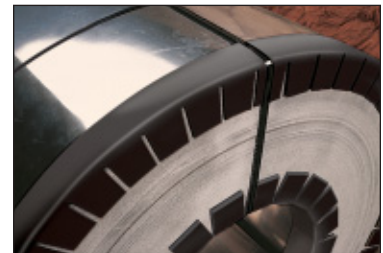
end and push the full lengths together for a reliable u-channel solution. Once assembled, ChannelLock is easy to affix to your product and adjust to fit, with no gluing or riveting necessary. Its locking feature expands and contracts to custom fit your product.



ChannelLock™

“But perhaps the most important benefit of ChannelLock is that it ships in two pieces that nest together,” said Swannell. “Because of this, customers can save up to 75% on shipping costs compared to pre-formed or pre-assembled u-shaped products.” In addition, the outer leg can be printed with any customer’s logo or message.

If you would like to learn more about the benefits of packaging audits, Extruded VBoard or ChannelLock, please contact your Laminations account manager.



Extruded FlexBoard® conforms to contoured products, making it an effective choice for protecting coiled and spooled materials.



Extruded VGuard® is ideal for protection in outdoor warehousing such as lumber yards.

# New West Location

Laminations recently moved its West plant from Ontario, Calif., to a new facility in Fontana, Calif. The move ensures optimal cost efficiencies in all process operations, which translates into better service for customers throughout the southwestern United States.

“Our success hinges on how we respond to change, and this initiative is a proactive response to the changes that are happening on the West Coast,” said Richard C. Detienne, president of Laminations. “During this relocation, numerous enhancements to plant safety, production efficiency and production capabilities were implemented.”

After the spiral tube and core business was sold in early 2003, there was no longer a need for the amount of space the old building offered. Shortly thereafter, the decision was made to sell the old facility and relocate to a nearby site more suited to the needs of Laminations’ customers.

The new operation, which offers 57,000 square feet of production space, is ideally suited to the West Coast’s operations requirements. “At the new location, we took advantage of streamlining the material flow,” said Chuck Hanson, director of manufacturing for Laminations. “We laid out the plant using the principles of lean thinking. By doing this, we ensured a safer and more efficient operation.



*The new West facility, located in Fontana, Calif., will increase production efficiencies for improved quality and service.*

In addition, our customers will receive improved quality and better service due to the increased productivity and equipment enhancements at this new manufacturing set-up.”

The design of the new building, which is typical of most light manufacturing facilities in Southern California, is ideally suited for VBoard® manufacturing. The new plant is located only five miles from the current building, which made the change essentially seamless for current customers. The close proximity has also allowed Laminations to retain all current employees.

“This decision confirms our commitment to our existing accounts that we will remain a strong, viable supplier of protective packaging solutions on a national basis,” said Detienne. “It is definitely a change for the better, and aligns with Great Northern’s overall vision for the future of our company.”

## New Faces at New Places

We are excited to welcome three new members to the Laminations team.



*Josh Coldiron,  
Plant Manager*

**Josh Coldiron** recently joined Laminations as plant manager for its newly relocated West facility in Fontana, Calif. He will lead and oversee all operating processes and will be responsible for purchasing, inventory

and a variety of new strategies to improve services and overall cost-effectiveness for



*Robin Ciccone,  
Customer Service  
Representative*

our customers. **Robin Ciccone** has been hired at the West plant as a customer service representative to team with Wade Bue in serving customers in California and Nevada.

In addition, **Diane Berryhill** has joined the Laminations Northwest team as a



*Diane Berryhill,  
Customer Service  
Representative*

customer service representative. She will be working with account managers Greg Seidel and Ray Rosales to serve customers in the northwestern territory.

Change Service Requested

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## Employees Complete Training

Several employees at Laminations East recently completed supervisory training through the MidAtlantic Employers' Association, including Terry Rupell, general foreman, Dave Miller, second shift leadman, Kirk Kontir, third shift supervisor, and Shaun Brophy, who was subsequently promoted to plant manager at Laminations Southeast.

This training benefits customers in a variety of ways. "We believe that continuing education and training for our employees builds a solid team to better meet our customers' needs," said David Unangst, plant manager for

Laminations East. "With this training, our employees learn how to keep customer satisfaction their top priority. One of the key things they learn are additional strategies to ensure that orders are shipped in a timely manner."

Providing training opportunities is part of Laminations' ongoing commitment to making sure employees have the resources they need to ensure customers the most reliable, efficient service.

*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.*

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