

Laminations Leadership Transition

Exciting changes help strengthen the Laminations team and prepare for future success



Gary Hietpas, Rick Detienne, Chuck Hanson and Gary Weber

The leadership of Laminations will change hands at the end of 2008 when Rick Detienne retires and Gary Hietpas becomes the new President.

Detienne, President of Great Northern Corporation's Specialty Group, which includes Laminations and Rollguard, has been with the company for 24 years. He joined Laminations as Executive Vice President in 1984 and became President in 1986. He became President of the Specialty Group when it was formed in 1995.

Hietpas has been with Laminations for 21 years and Vice President of Marketing & Sales since 1991.

"Gary and I have worked closely on many key initiatives over the years," said Detienne. "He has done an outstanding job leading our sales efforts and is held in the highest regard by our customers and his co-workers. He will be an excellent successor and I could not be happier for him, and for everyone here, to have him be chosen as our next leader."

Detienne and Hietpas purposely planned a lengthy transition period so that it would be as seamless as possible while having a positive impact on employees and customers.

For his part, Hietpas said he hopes to build upon the strong foundation of success and growth that has taken place under Detienne's leadership. "I look forward to the opportunity to make the organization even stronger for the long term," said Hietpas.

Hietpas also said he will continue the open-door leadership style and continue to foster the family-like atmosphere that has worked so well at Laminations. "There is good chemistry among our employees and I want to maintain that," he said.

In addition to Detienne's retirement, another important component of the succession plan is occurring. Chuck Hanson had earlier announced his plan to retire at the end of 2008. Chuck is one of the most senior and respected employees at Laminations, having started in August of 1973.

Through the years, Hanson has played an important role in building and installing machinery, plant construction and relocation, and many other manufacturing-related efforts, including leading the recent "Legacy Project," which involved the development of proprietary, custom-engineered, state-of-the-art equipment.

(story continued inside)

Leadership Changes at Laminations...

"Change is constant" is a familiar phrase to us all. Sometimes this is unanticipated, but occasionally careful preparation is involved. Laminations is now undergoing such a change in its senior leadership team. It's an exciting time for all involved with this well-planned event.



It is a bittersweet occasion for me to be writing my final Leadership Letter to all of you. I have had the honor and good fortune for the past 24 years to work with a great team of associates at Laminations as well as at our parent corporation, Great Northern Corporation. Our many valued customers and key suppliers have also helped to make this a great journey. What a pleasure and a privilege it has been.

We benefit from having taken the opportunity to carefully plan our approach to this transition. We already have in place excellent individuals who have or will be stepping forward to assume key leadership positions.

- Gary Hietpas, for many years our Vice President of Marketing & Sales and currently Laminations' Senior Vice President, will assume the president's position as of January 1, 2009. I am confident he will be an exceptional leader for Laminations.



Bill FASTER

- As part of our transition plan, a year ago we hired Bill FASTER to assume Gary's Sales Vice President responsibilities. Bill has had the benefit of a full year in his new position, with Gary readily available to facilitate the transition.

- Another important senior management change was the hiring of Gary Weber as Laminations' Vice President of Manufacturing. He will be replacing Chuck Hanson,

our former head of manufacturing, who retires at year-end with more than 35 years of service at Laminations.

All this is being done so that we can continue to earn our customers' "first call" for innovative and cost-effective packaging solutions. A key initiative in this area during 2007-2008 was the design and construction of our Legacy machine, a state-of-the-art specialty laminating machine which enables us to offer the marketplace a new and better choice in protecting long and narrow products. I am delighted to report that our one-piece UCrate and UChannel products have been embraced by customers across the country.

To co-workers, customers and suppliers alike, please accept my deep gratitude for the opportunity and pleasure of working with you for these past many years. While I will genuinely miss my day-to-day association with the business, as a board member of Great Northern Corporation, I look forward to hearing about your continued successes.

Sincerely,

Richard C. Detienne
President (for just a little bit longer), Laminations

Leadership Transition (continued)

To fulfill the leadership need in the manufacturing area, Gary Weber joined the Laminations team as Vice President of Manufacturing in April of 2007. Weber brings a background in paper science and engineering to his role, with more than 25 years of experience in manufacturing.

"Gary's extensive manufacturing and management background brings a new perspective to Laminations in the areas of quality, productivity and lean initiatives," said Hietpas. "These are key areas that any manufacturing operation has to constantly focus on in today's business environment."

Weber is responsible for overseeing Laminations' five manufacturing operations, in Wisconsin, California, Pennsylvania, Oregon and Florida.

The transitions and additions in leadership at Laminations will ensure even better sales and marketing responsiveness, enhanced manufacturing capabilities to support our strategic initiatives, and the ensured long-term success as a premier provider of packaging solutions to our key customers.

Gift Card Winners!

As part of the recent promotion featuring the new UCrate® packaging protector for long, narrow products, Laminations awarded \$400 gift cards for official sports merchandise to five randomly selected entrants.



Steve Fulton, Corte Madera, CA
JP Sluse, Rockville, MD
Edward Harris, Tampa, FL
Millie Torrez, Broomfield, CO
Shawn Drager, Middleton, WI

Thanks to all who entered and shared your input!

If you did not receive an invitation to participate, contact your Laminations account manager and request that they add you to their e-mail list. And look forward to future offers and promotions!

UCrate® + Customer Service = Winning Combination



UCrate® is helping distributors meet a wide variety of packaging challenges for their customers.

UCrate®, supported by Laminations' problem-solving, consultative approach to customer service, is capturing the attention of distributors and their customers in a wide variety of applications.

Jack Heystek, a sales representative with a Midwestern packaging distributor, was approached by Suzanne von Valtier, Laminations Account Manager, shortly after Ucrate was launched in April.

"I pursued it almost immediately and it's worked out very well," said Heystek. "We got our first order for Ucrate in late April and the customer is very happy."

Heystek's customer uses Ucrate to ship long, narrow metal support rods for shelving used inside commercial vehicles.

"The part itself is flat, long and very flexible. It's about five inches wide and about 130 inches long," Heystek said. "They couldn't use corrugated, because that would flex. They couldn't use wood, because that would be cost-prohibitive. Ucrate is just perfect for that item."

Heystek said von Valtier played a major role in the decision by his customer to begin using Ucrate.

"She's extremely well organized. She presents herself very well. And the customer immediately gets the sense that she's there to help them solve a problem, not just to sell something," Heystek said.

Other early indications from the field on Ucrate are equally promising:

- Nikki Van Wingerden, Laminations Account Manager, is getting favorable reports on Ucrate trials from George Bouton, a sales representative with a national distributor in the Southeast.

The end-customer specializes in custom-cut window blinds and ships them from centers around the country.

Bouton said his customer previously used a combination of packaging components. Ucrate is delivering better protection while providing savings in labor and materials.

"They used to use fan-folded corrugated, bubble wrap and corner protectors, cut everything to order and then tape it up," Bouton said. "It was very labor intensive and material intensive. Plus they were still getting considerable damage because the packaging would bend or crush during shipment."

UCrate performed well in the first trial and is now being tried in three locations, Bouton said.

- Steve Emmrich, sales representative with a packaging distributor's Los Angeles office, has a strong relationship with both Laminations and with a Southern California distributor of stainless steel tubing.

When Chris Wingenroth, Laminations Regional Sales Manager, let him know that Ucrate was a packaging option, Emmrich saw an opportunity to better service his account.

The chance to consolidate suppliers with a responsive and trusted representative without sacrificing protective performance proved persuasive.

"I already was doing a lot of business with this customer," Emmrich said.

"With Ucrate, we were able to save him money. Plus, he didn't have to deal with another vendor for just one product that was shipping from farther away."

- An aluminum extruder in Ohio was among the first of Laminations' customers to begin using Ucrate. Customer service and the chance to have a choice in suppliers was the major driver, according to Dave Lackner, a sales representative for an East Coast distributor.

Lackner said he has a good relationship with John Gallop, Laminations Account Manager, and has been selling VBoard® for more than eight years. He knew the Laminations' service level was high. But what really impressed Lackner was a personal visit by Gary Hietpas.

"To have the company vice president come out to make a personal call, that made an impact," Lackner said. "I've never seen that happen."



UCrate® with wood end caps delivers strong shipping protection for stainless steel tubes.

Change Service Requested

Appleton, WI 54912-8033

P.O. Box 8033



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

www.laminationsonline.com

See UCrate® & UChannel® at Pack Expo!

Make sure to check out our latest innovations in edge protection at Booth #E8708 at Pack Expo International 2008, Nov. 9-13, at McCormick Place in Chicago. If you can't make the show, you can still request a UCrate or UChannel sample from your Laminations account manager or visit www.laminationsonline.com for more information.



UCrate



UChannel



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: 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; Tacoma, WA; and Phoenix, AZ.

Safety Accomplishments

Congratulations to the employees at Laminations' Central and East plants. Both facilities have worked more than 1,800 days without a lost worktime injury! Special thanks goes to everyone involved who helped to achieve these exceptional and very important safety results!



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
 9750 SW Hillman Court
 Suite 100
 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