

PerfBoard® streamlines Sony TV distribution chain while providing ultimate in edge protection

Laminations® perforated VBoard®, called PerfBoard®, is benefitting the distribution of Sony televisions by reducing labor, maximizing product protection and extending protection throughout the supply chain in a cost-effective, sustainable way.

“The number one reason for using edge protection is to reduce defects,” said Jeff Hazell, Sony logistics quality manager. “With Laminations edge protection, whether it’s VBoard or PerfBoard, your product damage is going to go down.

“From our standpoint, product coming in to our distribution centers with no protection is bad, product coming in with straight VBoard is good, and product coming in with perforated VBoard is the ultimate,” added Hazell. “You have total protection and no downside. You get the product coming in with no

defects and you are able to maintain that level of protection right through the supply chain.”

Laminations introduced PerfBoard in April 2011.

PerfBoard is a value-added VBoard with pre-perforated legs that can be quickly and easily sectioned for any size or height requirement.

PerfBoard is available in calipers up to 0.160 inches with standard leg lengths up to 4-by-4 inches, with custom leg lengths available. Standard product lengths extend to 300 inches, but longer product lengths are available.

The perforated edge protector can be custom-printed with logos or instructions. It is designed for use with automated pallet assembly systems but can also be applied manually.

PerfBoard is applied manually at Sony’s factory in Mexico during the stretch wrap process before being loaded by clamp truck for shipment north. “We used to put the VBoard on at the distribution center, but now we put PerfBoard on at the factory, so we see the benefits all the way through the system,” said Matthew Double, Sony logistics packaging engineer.

The TVs that Sony ships out from its distribution centers often are in less than full truckloads (LTL), which means they share the cargo space with other products.

“That’s where we really see the benefit of the edge protection. LTL shipping is where the damage is most likely to take place,” said Double.

(story continued inside)



Leadership Letter

In the Spring newsletter, I shared with you the news of my decision to retire at the end of this year. After 26 years with Great Northern and Laminations, and after experiencing countless opportunities in various roles, it is a good time for my family and I to enter the next phase in our lives.

Although I will miss the many friends I have made and the challenge of leading a company on a daily basis, I am very pleased and proud to introduce my successor, Jeff Strenger, vice president of operations, who will assume the role of president of Laminations on January 1, 2013.

Jeff has spent the last four years working with Great Northern Corporation's Packaging Group as a World Class Excellence/Business Improvement Consultant. He worked with all of our packaging plant leadership teams to strengthen their improvement agendas, coach leaders, and improve operating performance. Previously he held senior leadership positions with PDM Bridge, Ariens Company, and Pierce Manufacturing.

I am very pleased with Jeff's selection for a number of reasons. First, he has an excellent background, experience and skill set which will allow him to lead Laminations to the next level. Second, he understands the importance of sales, customer service and taking care of customers. And third, and perhaps most important, Jeff understands and values our culture and is determined to continue down the cultural path that is important to me and all of the Great Northern management team.

Please join me in extending a warm welcome to Jeff in his new role.

Sincerely,



Gary Hietpas

President, Laminations



JEFF STRENGER

PerfBoard® streamlines... *(continued)*

"We've done a couple of studies on damage. In the case of TVs, 60 percent of damage is to the edges," said Hazell. "VBoard absolutely prevents that kind of damage. We also did an LTL study where we compared shipping with and without VBoard. There was about a 50-percent reduction in damage with VBoard. So, our studies show that VBoard reduces damage 50 to 60 percent."

There are also sustainability advantages to PerfBoard, said Wade Bue, Laminations account manager. "Using PerfBoard on loads that are being broken down at distribution centers for shipping to different customers means the warehouse is not cutting VBoard and discarding some of it," said Bue. "Instead, a single PerfBoard can be sectioned and used all the way through the supply chain."

"Once we got VBoard put in place, we have never looked back," Hazell added. "Now we're enjoying the benefits and we know the edge protection is paying for itself."



Introducing the PalletTop™ Display, the one-way shipping display!

PalletTop™ Display is the fast, inexpensive solution for easy-setup and easy-takedown shelving. Lightweight, yet sturdy PF PalletTop® adheres to the pallet and forms the base and top of the unit, as well as the inner shelving support; VBoard® is used on each outside corner to create a support system. Wood, plastic or corrugate material (depending on weight restrictions) can be used for inner shelving.

The unit can be easily filled with product from all four sides, and then stretch-wrapped for one-way shipping to its final destination, where it's ready for immediate retail presentation.

When finished, the product disassembles quickly, and is 100 percent recyclable.

PalletTop Display is ideal for one-way shipping and retail applications, when a custom-designed display is too much and product on a pallet is not enough. This easy-setup/easy-takedown unit can get products quickly from manufacturing to retail floor; just pull off the stretch wrap and the product is ready for retail presentation.



Visit us at Pack Expo!

Looking to see some of the most innovative technologies and solutions in the packaging industry?

Come to Pack Expo 2012, October 28-31 at McCormick Place in Chicago! We'll be ready to answer your questions about protective packaging and edge protection. You'll also find our complete line of Laminations products, including FlatBoard®, FlatCrate™, PalletTop™ Display and specially coated VBoard® edge protection solutions.

Stop by Booth #5702. We're looking forward to seeing you there.



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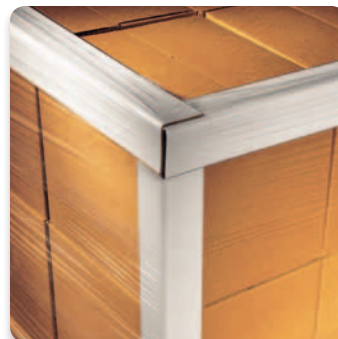
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FLATBOARD®



FLATCRATE™



VBOARD®



PALLETTOP™ DISPLAY



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Change Service Requested

Valorie Courtney joins sales team



Laminations has expanded its Inside Sales team with the promotion of Valorie Courtney to the Inside Sales/Accounting Services for the East Division.

Valorie, a member of the Laminations team since 2006, will now work with Art Weiss and the Inside Sales team and will assist in handling accounts in the East region from Maine south to New York and northern New Jersey, while continuing to complete her accounting responsibilities.

“Valorie’s demonstrated knowledge of our products, her ability to interact well with our team and her current work with our sales force will enable her to make this a smooth transition for all of our customers,” said Terry Rupell, plant manager, Laminations East.

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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