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Change Service Requested

UChannel® Helps Eliminate Glass Breakage for Z-Line Designs

Z-Line Designs, a leading manufacturer of fashionable home office and home entertainment furniture, started experiencing a sudden hike in breakage rates — as high as 16 percent in February 2011. At that time, Z-Line Designs was shipping replacement glass pieces packed in EPS foam inside corrugate boxes and selling through the big box stores in North America.

Working with Laminations® and with distributor Landsberg Co., a division of Amcor Packaging Distribution, Robinson has been able to bring that 16 percent breakage rate to zero, using a custom combination of UChannel® and honeycomb.



UChannel is laminated three-sided paperboard manufactured with a single-piece seamless construction. UChannel can be formed to provide a wide variety and range of base widths and leg lengths, including asymmetrical combinations that allow for unique applications. Like VBoard, UChannel is 100-percent recyclable. The UChannel used by Z-Line comes in 60-inch lengths and has a base width of 2.375 inches, leg lengths of 1.8125 inches and a caliper of 0.160 inches.

“Z-Line went through a long process of trying to figure out why, all of a sudden, they were having so much breakage,” said Jim Robinson, director of warehouse operations and customer service in Livermore, California. “What we finally came up with was that our products had been getting bigger over the years,” said Robinson. Z-Line Designs’ entertainment centers and TV stands — and the accompanying glass panels and tops — had gradually grown to accommodate typical TV sizes that had gone from 42-inch screens to 65 inches.

The culprit turned out to be the small circular cylinders that are glued to the glass to act as buffers and also keep it from sliding on the table or stand tops.

“What we finally figured out was that where those cylinders are attached to the glass, the glass couldn’t flex,” he said. “That’s where the breakage was happening during the flat drops. So, I had to come up with some way to make the package rigid so it can’t bend but it still can withstand impacts.”

“The solution had its roots in a presentation I gave on UChannel to Landsberg,” said Chris Wingenroth, Laminations Account Manager.

The glass panels are sandwiched between two pieces of honeycomb and slipped inside the protective UChannel pieces. Strapping holds everything snugly together. UChannel is also cut into smaller pieces that are taped back-to-back with the edge protection to provide a required buffer zone inside the corrugate box.

Landsberg further customized the packaging by developing a corrugate box design with die cuts that allow the box to be expanded or contracted to accommodate all the different sizes of glass panel packages with one or two corrugate pieces.

“On top of the nearly \$10 per shipment savings by using UChannel instead of EPS, we’re saving money in manpower, taking only 40 minutes rather than an hour to package the glass,” said Robinson. “Plus, we’re not having to pay to dispose of the EPS, and we’re even getting paid to recycle the scrap pieces of honeycomb.”



Personnel Announcements



KAREN MERWIN

Laminations has hired Karen Merwin as Controller. In her role, Karen will oversee the company’s finance departments, critical reports and overall financial performance. Prior to joining Laminations, Karen was a business unit financial manager for Appleton Papers. Karen has replaced Pete Lison who retired in February of 2013 after 38 years of loyal service with Laminations.

Our Inside Sales team has also expanded, naming Nicki Lathrop to the position of account coordinator for the Central Division. Nicki will work with account manger Suzanne von Valtier in the markets of Michigan, Indiana, Ohio, Kentucky and Tennessee. Nicki joined Laminations in 2008 as a customer service representative.



NICKI LATHROP

Laminations has also hired Tami Jo Frieders as an account coordinator. Tami Jo will be responsible for providing product and service information to Laminations customers in the Ohio Valley and Chicago regions.



TAMI JO FRIEDERS

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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Leadership Letter

**NEW
PRODUCTS!**

AT LAMINATIONS, COMPANY CULTURE DRIVES OUR SUCCESS

For this, my first newsletter, I would like to share how fortunate I feel to be joining the Laminations team and its extraordinary culture.



Our culture sets us apart and is our primary competitive advantage in our industry. To the customer, our culture can be seen in our industry as leading responsiveness, flexibility, sense of urgency, sincere listening to the voice of the customer and caring relationships. These attributes collectively provide differentiating value to our customers.

In my first year on the Laminations team, the most repeated customer comments have been regarding how much they appreciate our support staff, account managers and plant leaders.

For generations businesses across the globe have focused on strategic planning and the development of initiatives to out maneuver the competition. However, in the last decade we have heard more business gurus talking about "culture trumping strategy". In simple terms, without solid execution resulting from strong culture (teamwork and commitment to purpose) even the best strategies are underutilized or ineffective.

Strategy is how we are going to compete: sales, marketing, products and operations. Culture is how we interact with others, our engagement level and what it feels like in our workplace.

Why does one company fail while another company flourishes? It is all about the people!

Last summer, I provided a plant tour to a young man, and was explaining how we needed volunteers to work Saturday and Sunday production shifts. He asked "What happens if nobody volunteers?"...thinking about those sunny weekends he likes to go to the beach! As a newcomer, I was not sure of the answer so I suggested he ask the plant manager. The plant manager simply replied, "I don't know. We have never had that problem."

What a testimony to the commitment to purpose, sense of urgency and willingness to service the customer felt in the team members who make our products! Needless to say, it was a very proud moment for me...even though this culture was established well before I joined the team.

So while my first year with Laminations has been filled with strategic planning, operational excellence and results management, sustaining our incredible culture has been first and foremost in my mind.

Thank you for welcoming me aboard. I look forward to our great success in the years to come.

Sincerely,

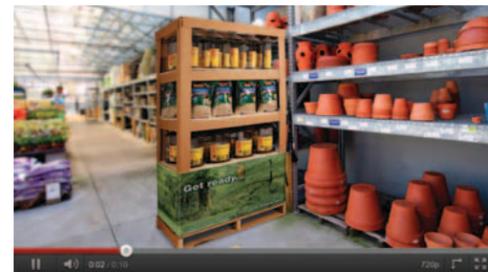
Jeff Strenger

President, Laminations

Laminations expands sales and training video library



Our video library continues to grow, with the recent additions of our newest PalletTop® Display and QuikStik® videos. Each video is around two minutes in length, and explains the product's features and benefits, along with some common and creative applications. You can find any of these videos on the product pages on our website, or simply click on the YouTube icon in the upper right corner of the home page to be linked to our entire product video library.



PalletTop Display is the fast, inexpensive solution for easy-setup and easy-takedown shelving. By adhering PF PalletTop® to the pallet and VBoard® to the outside corners, you'll get a lightweight, yet sturdy shelving unit, ideal for retail presentation.



QuikStik is stay-in-place adhesive corner and edge protection that helps you streamline the palletizing and banding processes and adds stacking strength to allow for quick, easy loading.

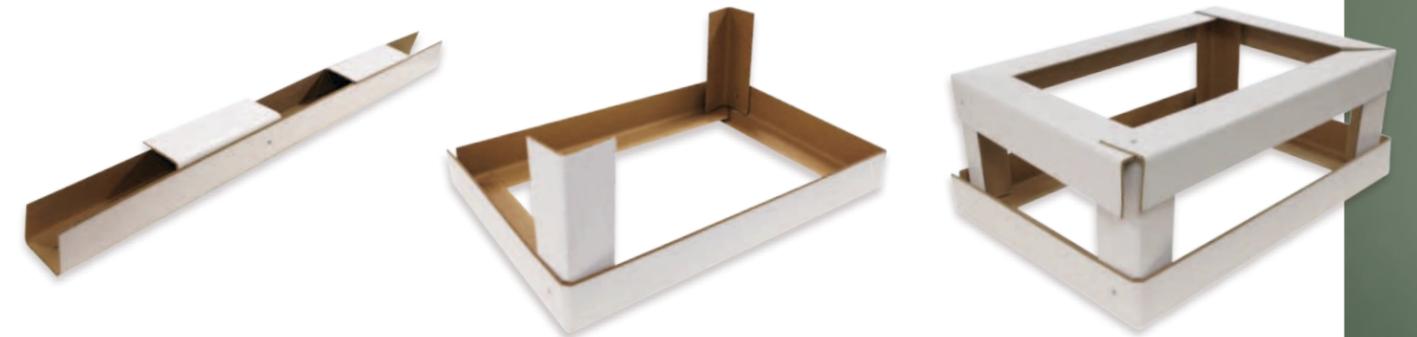
Streamline Shipping Preparation

QUIKCORNER PALLETTOP®

QuikCorner PalletTop is the easy-to-assemble solution for worry-free shipping and stacking. It combines the support of patented PF PalletTop® with the stacking strength of VBoard® to create a self-contained shipping unit fit for any application.

VBoard legs are riveted to PF PalletTop pieces with two hinged legs on alternating corners. Simply flip the hinged legs out and fit the PalletTop to the top and bottom of your pallet. All four corners, along with the top and bottom are protected and ready to be stretch-wrapped and shipped.

The no-hassle QuikCorner PalletTop eliminates the need for tape and cutting to hold the corner protectors in place during assembly; the legs stay in place throughout the process, resulting in significant labor savings.



VBOARD® ANCHOR

VBoard Anchor offers another form of stay-in-place shipping preparation. Simply place between boxes or staple or nail to the bottom of any pallet, then insert VBoard into the slot. The corners are held in place and the shipment is ready for stretch-wrapping. Machine operators are able to stand clear of the bander, and the stretch wrap tail that would normally be tied to the pallet runner is eliminated. It's a quick and versatile option for shipping preparation.

