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A New Home for a Market Leader



Construction of a world class manufacturing plant marks a new era for GOEX Corporation, but it's not the first time the company has moved into a new home. GOEX got its start in 1990 in a plant designed specifically for custom plastic sheet extrusion. Now, 24 years later, GOEX has become a leader in custom extruded products, and it's time for a brand new facility.

Expansion, Not Contraction, Is the Name of the Game

"The industry has experienced a great deal of consolidation in the last ten years. Some competitors are closing down manufacturing plants, but we're going the other way. Expansion, not contraction, is the GOEX future," said Josh Gray, GOEX President and CEO.

"Our story is evolutionary, transitioning from smaller extrusion lines to larger ones," Gray added. "Our strategy is to buy the best equipment available (often larger), so we can produce more volume and keep costs down, and this means more space." The new factory will be more than twice the size of the original, with room for even more expansion going forward.

The facility will be one of the most advanced in the industry, especially in terms of process and environmental control. GOEX leaders have always been strong proponents of technology in manufacturing and testing.

The result is material production with less subjectivity and more technology. "Less art and more science improve accuracy, consistency and repeatability," said Alan Swearingen, GOEX Vice President of Manufacturing.

Environment Welcome Here

GOEX takes responsibility as a steward of the environment, adhering to Operation Clean Sweep guidelines (www.opcleansweep.org) in building and ground designs. Extensive water collection and filtering systems safeguard against pellets from rail transfers ending up in storm water runoff and being ingested by birds or other wildlife.

The facility leverages rail transport to move goods in and out, resulting in a smaller carbon



footprint than over-the-road hauling. Bringing raw materials in by rail will slash truck deliveries more than 75 percent, while capturing the associated fuel savings and reduced highway congestion.

Energy Consumption Monitored and Controlled

A plant-wide energy conservation system is incorporated into the GOEX factory to monitor and control all sources of energy consumption. Air conditioning throughout the factory efficiently controls temperature and

Continued on back page.

What If? Why Not?

Change has been part of the GOEX story since our beginning 24 years ago. In fact, some might say that's a big reason for our success.

We always ask how we could do something better or less expensively. By being willing to evolve and respond, we've stayed relevant, and our customers have benefitted.

When we were new kids on the block, we found applications for our products in markets that weren't well served, mainly graphic arts and the print-on-plastic markets. Although printing has diversified from screen to flexo to litho, digital and other methods, we still sell a great deal into the ever-changing print market.

In 2007, we identified shortcomings in medical packaging that historically required a silicone release agent. Some customers didn't want silicone in their manufacturing locations. Once again, we looked for a better way and expanded our portfolio with GLIDEX®, a better performing polyester with a non-silicone denesting system.

Over the years, we've developed many medical packaging products as we saw market needs evolve. In 2011, continued pricing pressures gave us another opportunity to do something better for our customers. When there's just one supplier for a popular product, buyers don't get a lot of price concessions. This was the situation with PETG 6763, and the market had no choice but to pay the prevailing price for this medical packaging plastic.

We took a different route. What if we had a product that performed similarly to the leading offerings, but at a more favorable economic position? Instead of accepting that nothing could be done about price, we built an alternative – a cost-effective, high-performance material called MEDEX® 641.

Because of our constantly evolving approach, we typically don't offer just one product for a market, but several. We still supply many legacy products, but we also look to the future, and we ask our customers to accompany us on the journey. Customer input is valued and included as we go forward with new products. We listen at trade shows, symposiums and other events. You benefit from our well-rounded portfolio, because you never have to compromise on your choices. And if we don't have the product you need today, we encourage direct dialog to determine what makes sense to develop. Let's explore some "what if" scenarios together.



Regards,

Joshua D. Gray

President & CEO,
GOEX Corporation

The New Story of Recyclability

Although the increasingly popular compostable and biodegradable materials get high visibility, they are only part of the sustainability story. The plot line is shifting from "Is it compostable or biodegradable?" to "Is it recyclable?" and if it's not, who's responsible for it?

Statistics show that the most significant issue in sustainability is the comparative lack of recycling that takes place in North America, compared to Europe. Millions of dollars' worth of material of all types continue to be landfilled when they could be recycled with proper systems, procedures and willing participants to make it work.

None of this discussion is unique to plastic. Polymers account for only about eight percent of waste or about 288,000 tons a year. The bigger opportunity exists in finding uses for recycled paper, metals and other discards.

Making Recyclability a Priority

Upstream where packages and products are designed, recycling is rarely a priority, but GOEX offers proof that this is a viable business model. GOEX is active at multiple points in the product cycle, from development of recyclable materials, to reusing recycled plastics in new generations of products.

Last year, the company processed millions of pounds of recycled plastics, and GOEX actively promotes greater use of its recycled-content products. "Customers like our recycled-content products, because they perform in many applications, while also being virtually undetectable," said Bob Waddell, GOEX Vice President of Sales. "Customers can convert our products without adverse effects, and this helps meet our customers' – and their customers' – recycling objectives, too."

Success requires paying attention to the types of materials coming in to be re-used. The most important thing is to not commingle materials, because of the physical properties of different polymers. "If it's not discrete, it becomes a useless material," noted Bob Merrick, GOEX Director of Materials Management. "If our customers can segregate their scrap

materials under the right conditions, we can normally use it in recycled content products."

Shared Responsibility for Lifecycle Impact and Costs

Both industry and public sectors recognize the need to address the problem of waste. Municipalities increasingly struggle to find space for recyclable materials. It's a significant expense and getting more costly and difficult every day. They simply cannot continue to support and fund this pattern indefinitely.

Some call for a change of mindset that involves fiscal responsibility for "cradle to cradle" management of products and puts cost back onto producing companies. Extended Producer Responsibility (EPR) shifts responsibility for collection and recycling of post-consumer products from taxpayers and governments to producers. For example, if you're a cardboard box manufacturer, once the useful life of that box is complete, you'll need a way to collect it from the consumer and dispose of or reuse it.

Goal: Managing Materials, Not Waste

GOEX remains an active proponent of recycled-content, compostable and biodegradable materials. "We will offer other materials if our clients need them, but we strongly believe that recycling materials is the most responsible action," said Bob Waddell. "If it's possible to keep material out of landfills, 100 percent avoidance is a good strategy. We continue to do the responsible thing with a position of 'zero landfill.' We encourage customers to use or recycle materials to avoid sending it a landfill environment."

¹"Food Service Packaging - The Plastic Industry and Marine Debris, What Can Be Done?" Richard Anthony, Richard Anthony Associates San Diego California USA, California Resource Recovery Association Board Member

Hello Polypropylene – Again

The world of plastics choices can be an ever-changing landscape. For GOEX, listening and responding to the “VOC” (Voice of the Customer) is one of the ways we stay connected and current with product interests and trends. Specific to that point and in response to customer needs, GOEX has re-embraced production of extruded Polypropylene sheet and roll stock.

Throughout the 1990s and into early 2000, GOEX produced a variety of white and clarified Polypropylene products, at the time used mainly for thermoformed packaging applications. Polypropylene was popular then because it was inexpensive and was easy to form and cut.

Over time, interests in alternative polymers grew, and the applications and volume of GOEX Polypropylene business converted to other polymers. Eventually, Polypropylene was no longer in demand and was removed from the standard products offered in the GOEX portfolio. However, the capability and expertise to produce it remained.

In recent years, newer Polypropylene polymerization technologies have expanded the performance range and offer more application options than ever before. Fast-forward to the present where resin market dynamics are shifting, and Polypropylene has become entrenched as a viable long-term material of choice.

Polypropylene Looks Better and Better

The interest in Polypropylene has been significant in both forming, packaging and graphic arts applications and it has made a strong comeback into the GOEX product portfolio. With a variety of newer grades, blends and fillers available, it's become a suitable material for a wide variety of customer products and markets. Polypropylene is most commonly used in food packaging, particularly in preform containers, but its usage is expanding into other applications traditionally served by other polymers.

Many other factors lead to Polypropylene becoming a popular material again. It's both durable and temperature-stable. The density or “yield” of Polypropylene is advantageous to virtually all other print and thermoform materials, which for some uses, can result in cost savings. One of its most attractive qualities is that it is readily recyclable, and that's a bonus in today's market.

The GOEX Difference

Using GOEX as your supplier of extruded Polypropylene sheet has strong advantages. We offer various grades, depending on customers' applications. Having a solid reputation and established relationships with resin producers gives GOEX the industry resources to contour a resin grade or formulation that best supports a customer application. “Our versatile Polypropylene offering is one more reason to stay with GOEX – again,” said Bob Waddell.

GOEX MOVE UPDATE

After months of planning and preparation, GOEX has begun the process of production transition to our new factory.

Because GOEX business operates 24/7, the full transition of equipment and personnel will take a few months to complete. During this time, we are operating out of both our old and new factory locations.

The **NEW** building address is:

GOEX Corporation
802 US Highway 14 East
Janesville, WI 53545

Out of the Box

Just a humorous distraction to help you think a little differently.

Companies know how to think out of the box to make some interesting improvements to their buildings.

1. Duracell, the battery-maker, built parts of its new international headquarters using materials from its own waste.

2. Rather than using mechanical mowers, Google regularly employs a flock of 200 goats to naturally mow and fertilize the lawns.

3. At YouTube Headquarters, employees can either take the elevator, stairs or slide.

4. The roof of Apple's Headquarters, will hold 700,000 square feet of solar panels.

Take a look back at to where these brands started...

1. Colgate's first toothpaste came in a jar.
2. The first product that Sony came out with was the rice cooker.
3. The first product that the toy company Mattel came out with was picture frames.

Source <http://www.funfactz.com/weird-laws/>



“GOEX Goes Biodegradable”, continued from page 1

humidity levels, creating a stable manufacturing environment across all the Midwest’s seasonal changes.

Heat generated from overhead lights can be quite significant, as GOEX experienced in the old facility. Even the most efficient fluorescent lighting in a comparable facility would require the equivalent of 11 tons of air conditioning capacity to offset the heat that type of lighting would add to the plant. The new plant uses 100 percent LED lighting throughout, and motion sensors turn lights on and off in non-manufacturing areas to further cut energy use.

Tilt Up Manufacturing

The entire 190,000 square foot structure is based on tilt up concrete panel construction, an extremely solid method. In traditional steel-manufactured plants, footings and foundation are poured; the steel building is erected; and then the internal floor is poured.

With tilt up construction, footings and foundations go in first. Then the production floor is poured and used as the casting pad for the wall panels. The general contractor forms large panels filled with concrete and insulation, which are tilted up or lifted into place with a crane.

The resulting building is more durable than more typical steel buildings, and the esthetics are superior. Interiors are less affected by outside temperature fluctuations and extremes because of the building’s thermal mass, making it easier to heat and cool.

Capacity Strategy Ensures No Disruptions

As equipment at the old site is decommissioned for moving, new and transitioned machines provide bridge capacity at the new facility to carry on the workload. Using a well thought-out transition strategy, GOEX has taken great precautions and pre-planning to make sure there are no customer supply interruptions during the transition.

Although it will take several months to move all the machinery from one plant to another, production capacity will not be affected. Where customers require, GOEX can build additional inventory as back up. “We’re working with customers and being very transparent and proactive about what’s going on,” said Bob Waddell, Vice President of Sales.

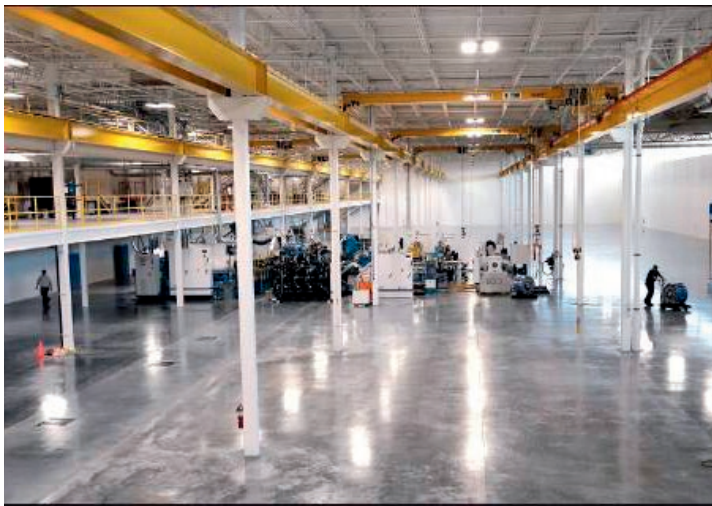


Photo Courtesy of The Gazette



Trivia

- 1) When was William Shakespeare born?
- 2) On average, how many eggs can a hen lay in one year?
- 3) What is the fastest growing plant in the world?
- 4) What river forms most of the border between Oregon and Washington?

Source <http://www.triviacafe.com> 1/23rd April, 1564 2/227 3/Bamboo 4/Columbia

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Production Notes

Stock: GOEX CAROM® 45 PVC with Eco-One™
Press: Heidelberg XL-106 with Full UV Coating