

## GOEX

802 US Highway 14 East  
Janesville, WI 53545

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New Facility to be  
Built in Utah**  
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## Driving the “Golden Spike”

In the Spring of 1869, at Promontory Summit, Utah, a golden spike was driven into a railroad tie to mark the completion of the trans-continental railroad connecting the Central Pacific from the west to the Union Pacific from the east. With the railroad’s completion, a trip across the nation went from up to six months on foot, on a horse, or in an animal-pulled wagon to as little as eight days from New York, New York to San Francisco, California.

On the 150th anniversary year of this historic event, GOEX announces plans for a new manufacturing facility, expanding into Utah, to better serve our customers in Western areas of the U.S. and Mexico.

Answering the demand for quality extruded plastic sheet products, GOEX will soon add a new manufacturing facility in Cedar City, Utah. This 20 acre site in southwestern Utah is in a successful manufacturing cluster that’s an excellent location as part of the West’s regional transportation network. Shipments of quality extruded sheet product can now reach western customers in 1-3 days as requested.

“The new Cedar City location supports GOEX’s ongoing commitment to ensure

timely delivery of extruded sheet products. Just as continued growth prompted the need for additional space in Janesville, Utah will now allow us to better serve our customers in the western areas of the country” said Joshua Gray, President and CEO of GOEX. “We intend to build on the success of our current plant in Wisconsin, built specifically for our processes”.

By adding an extrusion facility in Utah with similar design, GOEX will integrate standardized equipment and procedures that enable us to provide short lead times, increase capacity and reach more customers in the markets we serve. Like Janesville, the Cedar City facility will be environmentally controlled and operationally certified to current standards for ISO 9001, FSSC22000 and IMS.

GOEX is committed to sustainability, innovation, and providing employees exceptional employment opportunities while serving the communities we work and live in. Let us show you how we can help provide the best materials to get your products to your customers quicker, safer and the best way possible.

GOEX truly continues as the gold standard!

# Extrusion Lingo

From *deckle seals* to *die lips*, *chill rolls* to *extrudates*, words we hear every day at GOEX are definitely part of a colorful language. How many of the following words can you guess the GOEXiest meaning of? Take this light-hearted quiz and see how you do.

## 1. CLEANROOM

- A. Contained space where provisions are made to reduce particulate contamination and control other environmental parameters such as temperature, humidity and pressure.  
 B. What your mother appreciates.

## 2. FLEXURAL MODULUS

- A. Piece of weightlifting equipment at the gym.  
 B. Ability of a sheet of plastic to resist deformation under load.

## 3. HIPS

- A. (Hi-Impact Polystyrene) Polymer with butadiene rubber added as an impact modifier.  
 B. Protruding parts on each side of the body. See haunches

## 4. JOULE

- A. A girl's best friend. See diamonds.  
 B. Unit of energy measurement used to determine impact resistance in a sheet of plastic.

## 5. MIL

- A. One thousandth of an inch. Gauge of the thickness of a sheet of plastic. (Example .012)  
 B. Place where they grind grain into flour.

## 6. NIP GAP

- A. Area near your belt buckle and button hole on your jeans.  
 B. Distance between polishing rolls on a sheetline roll stack.

## 7. REGRIND

- A. Reclaimed plastic material that has been granulated and may be added to virgin plastic in production.  
 B. Stale coffee.

## 8. POLISHING ROLLS

- A. Acrobats from an Eastern European country.  
 B. Used to cool and impart surfaces of sheet products.

## 9. TRISTIMULUS VALUES

- A. X-red, Y-green, and Z-blue measured on a colorimeter.  
 B. Mythical planet's code of ethics.

## 10. UV INHIBITORS

- A. Interruptions in sunlight reaching the Earth. See clouds.  
 B. Ultra violet block added to plastic to shield end product from harmful rays.

## 11. YELLOWNESS INDEX

- A. Test used to evaluate color changes in plastic material caused by real or simulated outdoor exposure.  
 B. Degree as to how much someone is considered a coward. See lily-livered.

Have your own questions about custom plastic sheet? You can always count on GOEX for the answers and products you need to make your company the first choice in your customers' eyes. Call us today at (608)754-3303.

Answers to quiz above:

1.A 2.B 3.A 4.B 5.A 6.B 7.A 8.B 9.A 10.B 11.A

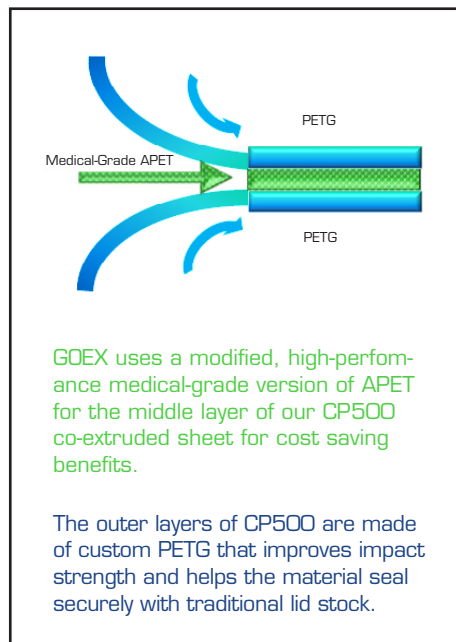
# Product Feature: Is CP500 for you?

The answer may not be black or white...It is clear! Depending on your application, CP500 can provide a cost-effective packaging solution to your formed product. Due to increased pressure to find cost savings in the packaging category for medical device companies, GOEX developed CP500 finding a viable, cost advantageous solution for our customers.



## What is CP500?

CP500 is a clear, coextruded polyester with a high-performance, medical-grade APET core between PETG layers. It is widely used in medical packaging and thermoformed trays.

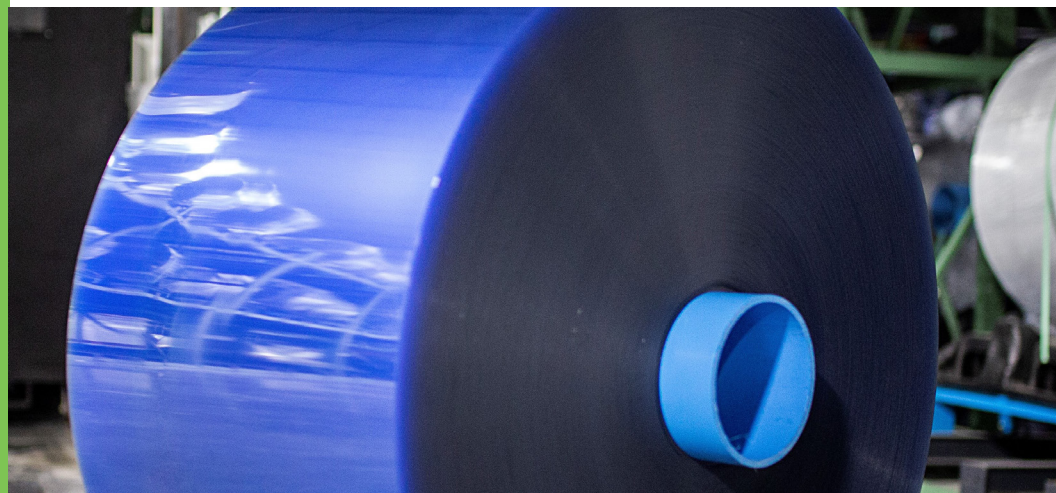


## Benefits of CP500:

- Lower-cost alternative to popular legacy materials
- Comparable performance characteristics to other PETG materials
- Processes similar to traditional materials
- Provides proven protection with its superior impact resistance
- Outer layers are PETG so product does not come in contact with APET core
- Proven sealing parameters allow packaging to seal securely with traditional lid stock
- Same high clarity appearance as conventional clear materials

Plus, CP500 is also both FDA- and USP Class VI compliant, meeting standards for purity, strength and consistency. All of these things add assurance to the quality of products we provide our customers.

If you clearly like what you see in CP500, let us know. We would be glad to show you how this custom material can meet your packaging needs *and* save you money.





## Street Smarts

### Lessons Everyone Can Learn From Food Truck Carry Out (and Packaging)

Food trucks and their funky culinary creations are oh-so-popular these days. But do you ever stop to think how important the food packaging in which customers carry their purchases away in can be? Smart food vendors (and manufacturers) choose to use packaging that can:

- 1. Stand out from the crowd** - Be original. Customize. Make packaging work for your brand. It's a good thing if people see others eating food from your establishment and know where it came from. Plastic packaging can be more eye-catching than a paper food wrapper. In addition, plastic helps keep the precious cargo together in transport. Good packaging makes customers remember where they got the merchandise and feel good that they made the purchase in the first place.
- 2. Keep it clean** - Make packaging work for the customers. No one wants to walk away with food dripping from a paper plate or get in their car with a sloppy mess. Plastic is grease- and moisture-resistant. It can help keep food fresher longer and help retain heat or coolness longer than cardboard. You want your finished product to arrive at its final destination in prime condition. This is true for food, medical devices, consumer items or whatever you produce/sell.
- 3. Leave a small footprint** (sustainability) - Today's customers are more environmentally conscious than ever. You need to be aware of where your food waste (and packaging) is going to end up. Providing a trash can and recycle bin are a must. Plastic can be a smart option to aid in recyclability. Be a part of a closed loop society and show customers how to recycle properly. Plus it's more cost-effective.

Food trucks are everywhere. Next time you see one, or stop at one to satisfy a craving, remember just how important packaging options of all types are to showcasing a brand. **Make the right choice - choose plastic packaging.** No matter if your product is food or not, it will be the "Special of the Day", every day, in your customers' eyes.

## Personally from the President

Plans have been made. Land has been purchased. Contractors have been hired. A second location for GOEX is officially underway in Cedar City, Utah!

These are exciting times for GOEX. And exciting times for our customers, too.

Some of the advantages of our upcoming expansion include:

- **Geographic** - As part of the West's regional transportation network, we can now share in lower freight costs
- **Speed of Service** - Closer proximity to more of our customers=Shorter lead times
- **Risk Mitigation** - Disaster relief plans addressed through multiple plant locations
- **Capacity** - Additional 120,000 square feet of production and warehousing
- **Quality** - Certified to ISO 9001, FSSC22000, & IMS standards

All of this ensures GOEX will continue to provide quality custom plastic, reaching our customers in the markets we serve—now in even more areas of the country.

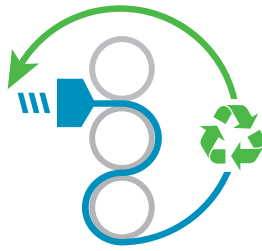
Stay tuned!



Joshua D. Gray  
President & CEO  
GOEX Corporation

## Introducing...

Because of the mix of markets GOEX serves, we can **recover** scrap from the production of certain plastics to produce new options for other appropriate applications.



# REDUCE • RECYCLE • REUSE RE•COVER™

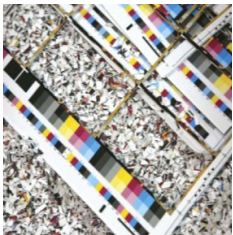
A family of products **from GOEX** made with recycled content

GOEX has the unique ability to

**REDUCE** the amount of plastic scrap produced, **RECYCLE** it back into the center layer of a sheet, and **REUSE** it again. We **RECOVER** this recycled plastic with virgin material, providing the industry with the critical quality and aesthetic characteristics required of an environmentally-friendly material.

### Reinventing Plastics at Retail

What starts out as plastic to be used for medical, food, or consumer packaging can be recovered here at GOEX, either as scrap from internal manufacturing, or from scrap we buy back from customers after their particular manufacturing processes. This scrap is then processed to be used again where suitable, allowing our customers to promote and further their sustainability efforts.



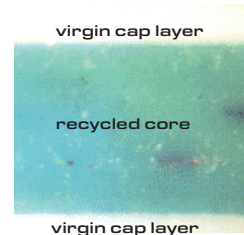
### REDUCE

GOEX can help reduce the amount of scrap your company landfills each year.



### RECYCLE

We can recover and reprocess our customers' scrap through a closed-loop recycling program.



### REUSE

This recycled content is then extruded into a middle layer and recovered with virgin material.

### The RE•COVER Line-Up

As part of our RECOVER family of products, GOEX offers coextruded custom quality plastic sheet with up to 50% recycled post-industrial content. For the Graphics Industry we feature the following:

**HIPS** - STYREX® 325 and STYREX® 525 are litho- and flexographic-grade materials.

**PETG** - CP705 is a co-extruded polyester that is widely used in signage, displays, and consumer packaging applications.

**PVC** - CAROM® 41 is a white, print-grade PVC used in a variety of print applications.

**Polypropylene** - CONTOUR® 285 is a homopolymer that offers versatility in a wide range of consumer and graphic arts applications.

### Part of The GOEX Zero Landfill Philosophy

Striving to minimize the environmental impact of our products, the GOEX sustainability strategy focuses on not only ensuring operations and business practices are environmentally sound. Our strategy also includes continued focus on a zero landfill operating philosophy. By reprocessing materials and incorporating them back into saleable products, we can help our customers and or communities avoid landfills altogether.

### What's Your Sustainability Strategy?

If you believe in energy conservation, protecting our natural resources, waste reduction, and minimizing our environmental impact, GOEX can help. Learn more about how we can work together to reduce, recycle, and reuse.



February 11-13, 2020  
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now in its 35th year.

Booth 2038

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### Production Notes

Stock: GOEX CAROM® 45 PVC

Press: Heidelberg XL-106 with Full UV