

TEKRA NEWS

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DISCOUNT & OPPORTUNITY BUYS

MARKET UPDATE



Polyester Supply Remains Tight

Latest forecasts indicate a continuation of tight polyester film supplies through the balance of 2010. New thick film capacity due to come online in Q2 2011 may provide some relief. Tekra continues to work closely with **DuPont Teijin** to provide a sustainable polyester supply position for our customers. We appreciate your patience and ask that you continue to provide forecasts for any new PET demand for the balance of the year. [Click here for more Polyester information](#)

TEKRA ACHIEVEMENT



Tekra Recognized By HP Indigo

Tekra has been awarded the designation of "HP Indigo Preferred Partner." This recognition is the result of over 10 years of working together with **HP Indigo** to supply solutions to difficult film applications with certified media. During this time, Tekra has been supporting and certifying products for HP Indigo with state of the art coating, vast film and adhesive experience, backed by knowledgeable customer support.

[Click here for more product info](#)

FEATURED PRODUCT



Because One Size Doesn't Always Fit All Introducing Tekra's Custom Laminate Program

Tekra's alliance partnerships with **3M™ Converter Markets**, **DuPont Teijin Films** and **SABIC** give us the ability to provide you with virtually hundreds of custom laminate combinations. Minimum order quantities start as low as 300MSI (based on availability of components).

In order to help simplify the selection process, we've provided a component matrix and a **3M™ Laminating Adhesives chart** on our website (click on the chart icon to be directed there) which allows you not

only to determine which adhesives are best suited

for your application but also helps you determine adhesive/substrate compatibility. If you still don't see what you're looking for, you can give us a call at 1-800-537-0273 to discuss your specific needs.

[Click here for more information on Tekra's Custom Lamination Program](#)

Vol. 2 No. 1 - October 2010

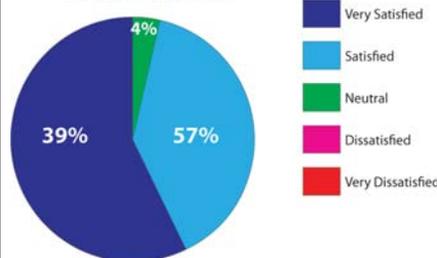
TEKRA SPOTLIGHT

Customer Satisfaction Survey Results Very Strong!

Overall

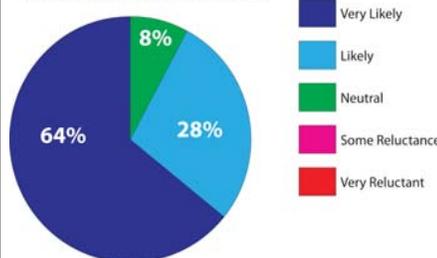
Ninety six percent of customers indicate they are satisfied or very satisfied with Tekra's performance.

Overall Satisfaction with Tekra's Products & Services



Ninety two percent would be willing to recommend Tekra to others. These

How Likely Would You Be to Recommend Tekra to Others?

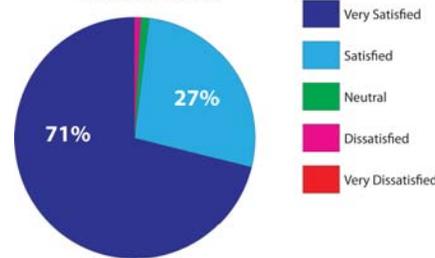


positive responses combined with no responses indicating overall dissatisfaction are gratifying and an indication that our efforts to stay focused on the needs of our customers and to improve the quality and quantity of our communications are producing results. We very much appreciate the comments and feedback we have received.

Department Data

Satisfaction scores were very strong for all products and service areas. Our highest score was earned by our Customer Service staff with a 98% satisfaction rating. It appears that even if we can't help with a product, a price, or a delivery that's needed, our Customer Service staff offers the support our customers expect from Tekra.

Overall Satisfaction with Tekra's Customer Service



What We Can Do Better

The two lowest satisfaction results were for inventory availability and for delivery lead times with an 86% satisfied score. That's a solid "B" in most classes but not quite what we are hoping for. As a result, we are taking steps to optimize our staffing levels and service hours. We are also capturing for study those times when our inventory is not sufficient to meet customers' delivery requirements and will be working both internally and with our suppliers to reduce those occurrences.

Looking Ahead

As part of the survey, we also asked for information on overall growth prospects. We were pleased to hear that 56% expect to grow moderately in the next

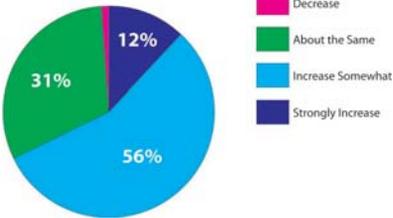
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Survey Results Initiate Future Changes

TEKRA SPOTLIGHT

12 months and 12% expect strong growth! Only 31% expect sales

What Do You Feel Your Growth Rate Will Be in the Nex 12 Months?

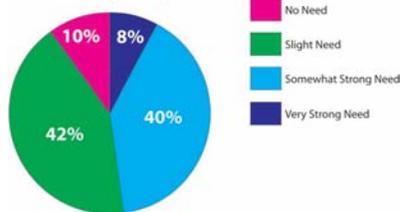


to be about the same and only 1% are forecasting a decline in sales. Good economic news is always welcome and it appears our

markets have recovered and we look for that trend to continue.

We also asked about the need for green or sustainable products which is often a challenging area for sellers or processors of plastic films. Roughly half of responders indicated a need for these types of

How Strong of a Need Do You Have for Environmentally Friendly Products?



products or information on the subject. That too will be an area of focus for Tekra's Marketing Department in the coming months.

Tekra has surveyed our customers three times in the last five years and the results have been consistent and do show a trend of gradual improvements for all our products and all our services. We understand we continue to earn your satisfaction order by order and day by day. Thank you for the opportunity to be of service and please keep challenging us to do more to better meet you needs.

Sincerely,

Andrew G. Tully
Andrew G. Tully
President & CEO



TEKRA GREEN

Recycling Cleaning Solvents

Tekra's Green Initiative constantly challenges employees to find "greener" ways to do business that will help Tekra and the environment. Our engineering staff has come up with another creative way to fulfill this objective with Tekra's new solvent recovery system.

With Tekra's wide variety of coatings, cleaning of the coaters' cylinders is of utmost importance to prevent residual contamination from previous coating runs. This cleaning process uses approximately 5000 pounds of solvents a year, all of which ends up being disposed of as hazardous waste after a single use. Enter Tekra's new solvent recovery system.



To be installed in Q4 of 2010, the solvent recovery system distills and cleans the dirty solvents left over after cleaning. Through a combination of heating and cooling, the contaminants and solvents can be separated and recovered. After running through a cycle, the dirty cleaning solvent is now free of contaminants and can be used again and again. The remaining solids, instead of being hazardous waste, now can be added to Tekra's polymer recycling stream.

We expect to reduce solvent usage by approximately 60% with the installation of the recovery system.

FEATURED PRODUCT

Fun in the Sun Polyester

Most plastic films do not like being outdoors exposed to sunlight, because the UV light will cause the film to change from crystal clear to a yellow color and the inks will fade to appear washed out.

Tekra has developed a new coated film that is designed for outdoor graphics applications. **ProTek Weatherable Clear Polyester** is now available for customers. The film is manufactured in a 7 mil.

The product has a specification of a delta YI (Yellowness Index) of < 2.5 at 2000 hours. The Xenon Arc test method is SAE J 2527 using Boro/Boro Filters. Shown in the chart below are the Xenon Arc data for 3 Lots of ProTek Weatherable Clear Polyester (.007").

Delta YI	1000 hours	2000 hours
1st Lot	0.5	1.1
2nd Lot	0.4	0.6
3rd Lot	1.0	1.8

Tekra has also recently completed some extensive outdoor weathering testing. We wanted to see how the new ProTek Weatherable Clear PET compared to our standard **Marnot XL Clear PET**.

We took our ProTek Weatherable Clear

Polyester (PET) film and laminated with 3M 467MP to an aluminum Q-Panel. The specimen was put on the roof of Tekra Corporation at a south facing 45 degree incline. Tekra is located in New Berlin, WI (Milwaukee suburb). The test started in April 2008 and after 732 days of outdoor weather sunlight exposure the results are in – our new product did yellow less than our standard product.

ProTek Weatherable PET = 1.5 delta YI
Marnot XL PET = 2.8 delta YI

To put the film to a harsher test, we repeated the same test method, but this time we used our Orange, CA (Los Angeles area) facility roof top. We started this test in June 2008 and ran the test for 511 days. The difference between the two films was even more dramatic!

ProTek Weatherable PET = 2.4 delta YI
Marnot XL PET = 8.9 delta YI

The results show that polyester film can have fun in the sun – as long as it is protected with ProTek Weatherable Clear coating from Tekra Corporation.

[For more information on ProTek Weatherable, click here](#)