

# TEKRA NEWS

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## NEW PRODUCTS



### 3M & Tekra Join Together to Offer RIT Certified Products for All HP Indigo Users

Several polyester PSA films & a vinyl PSA, all using 3M produced materials and Tekra's **Dura-Go** coating, have been RIT certified on the newest HP Indigo presses. We now offer qualified products to be run on the HP Indigo 5500 & 7000 and rolls for the HP Indigo ws4050, ws4500 & the ws6000. The rolls feature a dry edge liner and are compatible with 3M's 7733FL UV over laminate. UL certification is expected soon.

[Click here for more information on Dura-Go Label Stocks](#)

## NEW CATALOG



### New Dura-Go Brochure Now Available

As the digital printing environment changes, so does Tekra's product offering. Tekra is proud to introduce a new **Dura-Go brochure** featuring the complete line of digital substrates for **HP Indigo Digital Presses**.

Here you will find Tekra's extensive stock list of Dura-Go products available in both sheets and rolls. Call Tekra to request a copy or click the link to view the brochure. [Click here for the digital version of the brochure](#)

## VALUE PROPOSITION



### Tekra...Adding Value to 3M

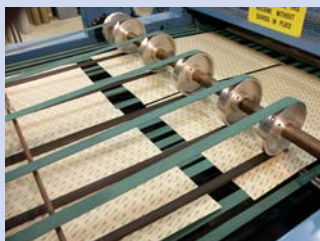
As a **3M preferred converter and master distributor**, Tekra is able to provide additional value to the 3M supply chain. Smaller minimums, custom converting and an expansive stocking program facilitating quick shipments from locations across the United States are among a few of these benefits.

Unlike 3M direct, Tekra sells stocked pre-slits with no up charges and can offer personalized blanket stocking programs to meet the most demanding JIT initiatives.

Tekra also adds value to 3M products by offering customized converting solutions. In addition to

providing custom **sheeting, slitting and laminating** services, Tekra can also add functional coatings to 3M materials.

Tekra can even insure



that purchases made are credited to customers' 3M VPP promotional program. Consider Tekra for your 3M needs!

[Click here for more information on 3M products](#)

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## TEKRA SPOTLIGHT

### 53%. Really? Can It Be That High? Whatever You Do, Please Don't Tell Them!

Maybe it's all the media attention given to the Occupy Wall Street movement and the 99% /1% talk that has me thinking about percentages. A recent newsletter article caught my eye about a survey of 5000 business buyers with a very surprising finding about what creates loyalty to suppliers. The survey found that 38% of companies are loyal to suppliers that they think are the best in terms of product, service and quality. Another 9% say that the best price or value creates loyalty.

If you're like Tekra, we spend an enormous amount of time and money to manage those four things but they only account for 47% of loyal customers? And if that's not bad enough, the missing 53% say that it is the sales experience that determines who they do business with on an ongoing basis. That's right. It's the reps. Go figure!

The conclusions of the survey indicated that more than half the time buyers found many suppliers were offering equivalent products and services but find a huge difference in the quality of the salespeople. Apparently it is less about what's being sold and more about how it's done that matters.

Respondents were asked to list the most important attributes for salespeople. The top five were:

1. Ability to offer unique and valuable perspectives on the market.
2. Helping to evaluate alternatives.
3. Providing ongoing support and advice.
4. Being able to anticipate and avoid problems before they occur.
5. Educating on new issues and possible outcomes.

Buyers' emphasis is often more about learning something than it is

about buying something. Valuable suppliers should be able to help us cut costs, increase sales, penetrate new markets and control risks in ways we cannot easily find ourselves. While we don't look for this in every conversation with salespeople, we do expect it often enough to make the difference when vendor selection time rolls around.

In a previous edition of **Tekra News**, we have shared the results of our Customer Satisfaction Survey and feel very fortunate to have many loyal customers. I have to admit that our emphasis in the survey is on Tekra's services and product quality. It's probably time to consider the critical role our sales team plays in building customer loyalty.

Our seven territory account executives combined have worked for Tekra for more than 122 years. Our sales management team has experience both working within the industry in sales and quality management and also as a material supplier. We should be able to offer valuable perspectives, help evaluate alternatives, provide support and anticipate problems. That experience and expertise is yours for the asking.

For the New Year, I'm making two resolutions. I'm going to challenge the sales people that call me to help us more. I'm also going to give our sales team a little more credit for their 53%! I invite you all to do the same.

Happy Holidays!

Mark Mawer  
Vice President of Sales & Marketing  
Tekra Corporation

## The Voice of Tekra Corporation

If you've called Tekra during the past 27 years, chances are you have heard that patented, "Thank Youuu!" That voice belongs to Tekra's iconic Administrative Assistant / a.k.a "Receptionist

### EMPLOYEE SPOTLIGHT

Extraordinaire", Mrs. Jackie Lewis.

Since 1984, Jackie has been delivering smiles, a few good jokes, and welcoming our customers from around the globe. We estimate Jackie has passionately said "Thank You" more than 100,000 times.

#### Q. Favorite part of your job?

In typical Jackie fashion, she replies, "Seeing visitors who upon entering the facility, may trip over the rug in the entry way. When they straighten it out, I always ask, 'Now what I am going to do for fun?' Honestly, I love speaking with and interacting with people".

#### Q. Significant changes over the years?

"No question, technology!" "When I started, we only had two computers in the entire building and no coating lines". "Today, we're lost without a computer and we now

have three [coating lines](#)".

#### Q. Your passions outside of work?

"My husband Glen & I enjoy our 3 grandchildren and 3 great grandchildren. I also enjoy cooking, playing the organ, or watching an episode of Harry's Law or American Idol."

In this day and age of text messaging, there's something refreshing about hearing an enthusiastic "Thank You!" vs. the alternative (THNQ). - "Thank You Jackie!"



### NEW PRODUCT DEVELOPMENT



## Continued Investment in Toner-Based Films

Thanks to Tekra's success in the digital film marketplace, customers are looking to us for film solutions for their toner-based equipment. The toner market is traditionally a challenging market for plastic films as the high temperatures needed to fuse the toner to film often lead to difficulties in printing. However, Tekra's unique coating formulations have bridged the gap and made printing films for toner-based equipment possible.

To date, polyester has been the main driver in this market, but the toner-based printing environment continues to demand more. Tekra has answered back by investing in additional new product development of its own toner-based substrate brand, called [ToneKote](#), by developing new films for the market.

With a continued focus on internal coating formulations, Tekra has successfully engineered and tested a clear and white toner coating on 5, 7, 10, and 14 mil polyester, 10 & 15 mil PVC, and various synthetic materials. These substrates are currently in the process of final evaluation on the Xeikon, Xerox, and other presses. However, we continually recommend customers to test the films themselves.

These new ToneKote films are scheduled to be fully launched and stocked in early 2012. So keep an eye out for our official launch! However, some of these films may be available now. Call today for additional information and free test samples.

[For more information on Tekra's ToneKote Products, click here](#)

### FEATURED PRODUCT

## 3M™ Smooth Cling Films

[3M™ Smooth Cling Films](#) provide both protection and optical clarity for a wide variety of applications. The adhesive "wets out" with little to no pressure eliminating air bubbles and pockets traditionally left behind by other substrate selections. In addition, the films remove cleanly from surfaces leaving no adhesive residue behind.

Another benefit of 3M™ Smooth Cling Films is the ability of the PET film base to withstand higher heat and environmental pressures than traditional polyethylene protective films. The PET lined products also lend themselves to die-cutting and are suitable for high speed, automatic dispensing.

Tekra Corporation is able to provide additional value to 3M™ Smooth Cling Films by applying [functional hard coats](#) to the products. Currently, both gloss and matte coating options are available. With the addition of Tekra hard coats, 3M™ Smooth Cling Films are able to fill longer term temporary protection applications such as protective masks on handheld electronic displays. What makes the products even more unique is that the adhesive is cleanable with water and can be re-used.

3M™ Smooth Cling Films are now

available in both 2 and 5 mils and can be purchased with both low and medium tack properties.

Application ideas include: protection for LCD's, displays and electronic devices, printed window films for point of purchase applications and removable label



applications typically found on credit and gift cards.

Tekra has qualified the Smooth Cling Material as approved for standard hard coats which can add additional scratch or chemical resistance to the product as required.

Samples of the material can be requested by calling Tekra customer service at 1-800-872-4634.

[For more information on 3M Smooth Cling Films, click here](#)