

TEKRA NEWS

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DISCOUNT & OPPORTUNITY BUYS



TRADE SHOW

Create a Spark! Visit Tekra at Dscope8 February 21-23rd, 2013

Tekra will once again be exhibiting at the annual Dscope show for HP Indigo and HP inkjet users. Held this year in Nashville, TN, this year's theme is "Spark". Dscope is a great cooperative to "Spark" ideas and gain new knowledge to help grow your business. As a Gold Sponsor, Tekra will be featuring our new line of JetView substrates for wide format presses along with the Dura-Go films for HP Indigo. We hope to see you at booth #513!



WEBSITE ENHANCEMENT

Live Chat Now Available on Tekra.com

We are pleased to announce that we have launched "Live Chat" on our website. If you are on our site and are looking for information quickly or can't find exactly what you are looking for, click our "Live Chat" icon at the bottom of the page and a representative will promptly assist you. Tekra.com is packed with information on hundreds of products. Let us Chat you up to save time and money!



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Tekra Celebrates Our Diamond Anniversary



2013 will mark Tekra's 75th year in business. Our company was founded in 1938 in Milwaukee by two partners, William Joslyn and Frank Buchta under the name Textile-Kraft Products. In our early years, we were a distribution company selling book binding supplies, gummed papers, and industrial packaging. In 1968, as our focus shifted to our present product lines of films and adhesives, we changed our name to Tekra but celebrated our roots.....get it... "Te" for textile and "Kra" for krafts? Tekra for short.

1938 was a very turbulent time to start a business. Our national economy had still not recovered from the Great Depression. Unemployment was at 19%. Hitler's Germany invaded Austria (remember *The Sound of Music*?) and all of Europe was preparing for what would become WWII. Despite that uncertainty our founders began a small business in downtown Milwaukee that continues to this day.

A lot has changed in the last 75 years. In '38 the Cubs were playing in the *World Series*...although the Yankees did win it. Gas was 10 cents per gallon, the new minimum wage law was 40 cents per hour, and a home cost less than \$4000.

The Buchta family managed our company for 44 years after the death of Mr. Joslyn in 1942 until a group led by William Godfrey purchased the business in 1986. Over the last three decades, Tekra has expanded our presence nationwide and added film coating capabilities to complement our offerings of films and adhesives for the industrial

graphics marketplace in North America. In 2001, Mr. Godfrey retired and sold his shares in Tekra to our current owners. It was Mr. Godfrey's hope that Tekra would continue to operate as we had before, remaining in the greater Milwaukee area and maintaining our long standing relationships with customers and suppliers. That is the vision and goal of our current management team.

Over our 75 years, we have been fortunate to form many lasting relationships with key suppliers. We have enjoyed a 19 year partnership in PET films first with ICI, then Dupont and now *Dupont Teijin Films* (all the same organization as their businesses came together). We have been a proud distributor of 3M tapes and adhesives for 21 years. We have worked with GE, Bayer Material Science and now *Sabic Innovative Plastics* again for polycarbonate films. We want to thank these organizations and all our other partners for their support and friendship.

No matter what else changes over time, some things are constants at Tekra. We are committed to supporting our customers and we appreciate your business. Here's to the next 75 years!

Andrew G. Tully
President & CEO

FEATURED PRODUCT



Melinex® 460 Series: A Clear Polyester Film Alternative

The Melinex® 460 series from DuPont Teijin Films™ offer a clear alternative for printers willing to exchange a broader optical spec in return for lower cost.

Available in 2 to 7 mil, these films are designed for large industrial end uses: coating, lamination, labels, print-on, etc.

Melinex® 461 & 462 are one & two-side print treated films that promote adhesion to many solvent, vinyl or acrylic based inks.

Melinex® 461 & 462 haze levels range from 1.0% -- 1.5%. This compares to an optical range of 0.4% -- 0.6% for DuPont Teijin Films' super clear PET



offering (i.e. Melinex® 450 and 560 series).

Tekra is currently testing market interest for the Melinex 460 series products. As a result, our product inventory is now limited.

Should your polyester needs require a lower cost, clear product alternative, consider contacting us.

The Tekra Logo Through the Years....



"No Days Off" for Bob Behnke!



Former Oklahoma University basketball coach Abe Lemons once said, "The trouble with retirement is that you never get a day off!" Based on his future plans, this can easily be said of Bob Behnke, Tekra's long time Sales Director who is retiring from Tekra on January 17th, 2013 after nearly 24 years of service.

Bob started at Tekra as the East Coast Sales Manager while also running the Southeast sales territory. He then served an integral part in opening and running Tekra's Charlotte, NC facility. Bob's final position, where he is most

well-known, is as National Sales Director. Bob was also involved in many associations including GPI, SGIA, and the Membrane Switch Symposium.

When asked what he most liked about the industry he served, Bob responded that he "enjoyed calling on former colleagues in the business and really, all the great people he has met at Tekra and outside of Tekra."

Bob's retirement plans are plentiful. The large list of things that Bob plans to do, and most right

away, include:

- Fly fishing on the [Fork River](#) in Idaho
 - Going to the [College World Series](#)
 - Going to Arizona for the [Milwaukee Brewers Spring Training](#)
 - Spending time with his grandkids
 - Going on Church missions
 - Joining a "Pickleball Club"
- And of course a little golfing to name just a few things off his long list.

Bob, from all of us here at Tekra, we hope you never "get a day off" and truly enjoy all the things you

want to do in your well earned retirement! You will be missed.



Bob Behnke is retiring after nearly 24 years with Tekra Corporation

Optically Clear Adhesives...

When it's best not to be seen

Optical grade adhesives are typically used to enhance the readability of displays. These ultra clear bonding adhesives help to increase a display's contrast ratio by reducing the amount of ambient light reflected by the display. Contrast ratio measures the difference between the brightest white pixel and darkest black pixel.

Therefore, optically clear adhesives typically have high light transmittance (>99%) and low haze (<1%). They also have a refractive index similar to glass (1.474).

3M offers a complete line of optically clear adhesives. 3M™ optically clear adhesives are available as both transfer tape and double coated constructions in gauges ranging from 1-5 mil. Products are formulated for a variety of applications and surfaces. Products suitable for application to bare ITO include optically clear adhesive 8171CL, 8172 CL and 8173D. While others, such as 3M™ optically clear adhesives 8141KCL and 8142KCL are suitable for both bare ITO as well as printed surfaces. Others such as 8146-2 are suitable for capacitive touch applications lens, sensor bonding and sensor stack up where bare ITO compatibility and out-gassing resistance (from moisture containing substrates like PC and PMMA) is a requirement. A liquid 3M™ optically clear adhesive is also available. Contact Tekra Customer Service for samples and further information.



PRODUCT SPOTLIGHT

CleanView: Wipe On, Wipe Off

Tekra has developed a coating called CleanView that provides an easy to clean surface when applied to a substrate. Based on Tekra test method TM 10.118, this coating has a high contact angle of greater than 90 degrees that makes it difficult for substances to adhere to it. The low surface energy of this coating serves as a repellent to oil and water to prevent wetting out. When applied to polyester or polycarbonate film, the CleanView coating provides easy removal of

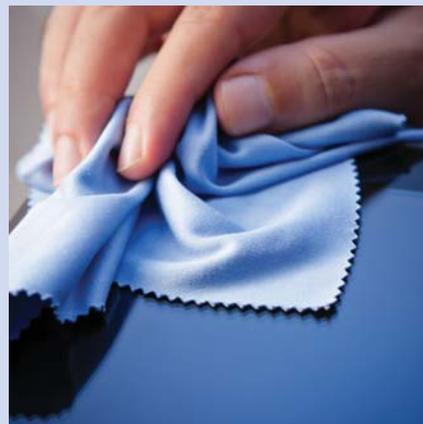
fingerprints, oils, dust, and other contaminants from the coated surface without smudging.

In addition to providing easy fingerprint

removal, CleanView offers excellent chemical resistance to common household cleaners and industrial solvents. These features make CleanView the ideal choice for electronics, optical films, and consumer goods. Typical applications that benefit from this coating include touch screens, appliances, lenses, and membrane touch switches.

Removing fingerprints and smudges on overlays and user interfaces has never been so easy. Simply wipe the surface with a cloth to see the difference CleanView brings compared to standard films.

CleanView is made to order and is available to be coated on a variety of polyester and polycarbonate thicknesses. Call Tekra customer service at (800) 437-0273 for additional information and to request [free test samples](#). Experience the CleanView advantage today.



The CleanView coating allows easy removal of contaminants from the surface without smudging.