

# TEKRA NEWS

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## DISCOUNT & OPPORTUNITY BUYS

### NEW PRODUCT LAUNCH

#### New ProTek® Flame Retardant Hardcoat

Tekra has developed a new, flame retardant hardcoat. Using V-0 rated glossy polycarbonate and a clear hardcoat, Tekra has created **ProTek® Flame Retardant**. The new coating can be made on 10, 15 or 20 mil film, and is perfect for hazardous environment industrial controls, as well as certain aerospace applications. The ProTek film offers high abrasion & chemical resistance on extremely flame retardant pc films. [Click here for more product info](#)

### TRADE SHOW NEWS

#### See Tekra At PEMS

Come visit Tekra at the [Printed Electronic/Membrane Switch Symposium](#) in Phoenix, May 18-20 at the Sheraton Downtown. Tekra will be representing the full offerings of Dupont Teijin Films, Tekra's High Performance Coated Films, and Dupont MCM Conductive Inks at this very valuable trade event! [Click here for more show info](#)



### FEATURED PRODUCT

#### Tekra is Your Source for 3M™ Medical Specialties Products

Tekra Corporation has teamed up with 3M's Medical Specialties to deliver even more product solutions to our customers.

3M Medical Specialties products offer innovative solutions, technologies and services for health care product development.

Products include medical grade pressure sensitive plastic, non-woven and foam adhesive tapes, liners, fabricated components, and specialty films and adhesives.

Tekra Corporation's dedicated team of medical sales professionals can guide you to choose the right product for your

application. Tekra can also work with you to offer customized solutions to meet your unique medical product challenges; big or small.



So whether you are just starting out with a brand new medical application or require assistance to maintain or modify an existing one, Tekra is here to help.

[Click here for more information on Medical Adhesives](#)

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## What A Difference A Year Makes!



If you're like me, it is really hard to remember how poor the market conditions were at this time just one year ago. The overall low level of economic activity combined with tremendous uncertainty made it

### TEKRA SPOTLIGHT

impossible to do any sort of long term planning. Instead, we spent a lot of time and effort on cost controls, reducing inventory and trying to win as many orders as possible, but it was pretty slim pickings!

The furthest things from my mind in 2009 were concerns over capacity and worrying about how to manage and communicate with you regarding multiple price increases and the supply situation in the coming months. An awful lot has changed for the better but I'd like to take this opportunity to share with you some short term challenges we all face and tell you a little bit about what Tekra is doing to prepare for them.

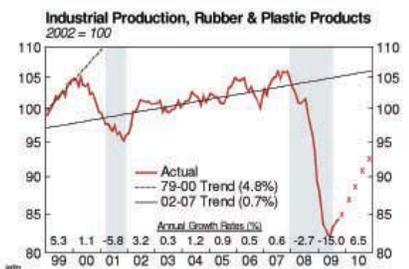
By now, you probably have all felt the impact the rebounding economy has had on your supplier service levels. Over the last 18 months, almost across the board, Tekra's strategic partners and their tier one suppliers have:

- Taken steps to insure their profitability by reducing staffing and eliminating excess capacity.
- Retired older production assets and consolidated operations.
- Increased the scheduling interval between manufacturing runs for many products.

- Experienced unanticipated interruption of key supply items.

When the economy was at a low point, none of these market changes really had much negative impact. Now, with the recovery well under way, we are feeling the effects. Fortunately, it does not appear we are looking at a double dip recession so we had best all make plans to manage under these new conditions and realities.

At the risk of practicing economics without a license, I do have one piece of advice...there's little to be gained in thinking this is all engineered and artificial...that somehow they "rigged the game" on us. That's just not the case. All companies, big and small, did what they had to do get through 2009 and it will take some time for things to get back into balance. Just look at the US GDP Plastics chart below and the sharp decline in 2009 and the steep slope up in 2010 represented by the x's! It's logical to expect there to be a period of adjustment before we're back to business as usual.



So what should we expect in the next three to six months? Tekra is planning for the following:

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## What A Difference A Year Makes!

1. On average it will take longer to get the products we need. For example, some film suppliers are quoting deliveries into July for orders placed in March!
2. Response time to supply chain problems will take longer to resolve.
3. Prices are going to trend upwards. Large suppliers can't signal their intentions on price but all indications are pointing to higher energy costs and high backlogs which translate into higher prices.
4. Some items won't be readily available for last minute orders.
5. There will be numerous price increases and the advance notice given will be shorter than usual.

To prepare for these new conditions, we are doing a series of things differently to put us in the best position possible to meet your needs.

The single most important change is increasing our inventory position:

**We are carrying roughly 30% more inventory than we did in 2009.**

We have told our Procurement group to order a little more of everything and to place the orders a little earlier than usual.

We are also working hard on our communications with suppliers and our customers.

**TEKRA SPOTLIGHT** This letter is part of that effort. When your Tekra salesperson asks you for a forecast for the first time or an update, please help us out. The order you save may be your own!

We are also automating the price increase notification process when product prices change to get that

information to you as soon as possible.

Thanks for your business and stay in touch.



Andrew G. Tully  
President & CEO

### TEKRA ANNOUNCEMENTS

## xpedx® to Distribute Dura-Go Film Line

The 1700 plus attendees at the [Dscope showcase](#) in Dallas were the first to learn of the new exclusive agreement signed by Tekra and [xpedx](#). Effective immediately, xpedx will be the sole distributor of Tekra's [Dura-Go® film](#) products for the [commercial HP Indigo marketplace](#) in North America. This arrangement has been years in the making and now will allow HP Indigo users (even those that traditionally have been running paper) to be serviced via xpedx's extensive sales and distribution network.

"Tekra's relationship with current Dura-Go customers is not affected by the addition of xpedx distribution relationship. The growing acceptance of the HP Indigo platform in the commercial printing industry required Tekra to add a new channel partner. We're thrilled to be working with xpedx!", said Mark Mawer, Tekra's Vice President of Sales & Marketing "We're looking forward to introducing xpedx's customers to the world of synthetics" said Mawer. This combination will result in the most complete line of tested and approved HP Indigo products available for any supplier.



For more information on Tekra's Dura-Go films, [click here](#)

### FEATURED PRODUCT

## Clear, Weatherable Coating

For many years, Tekra has been aware of an unmet market need for a thick, clear, [PET film](#) that offers a good combination of scratch and chemical resistance and that can also endure normal outdoor exposure and weathering. Membrane switch and durable label applications often call for a product with good clarity and can have a desired life span that's much longer than normal PET films. After two years outdoors, most PET films will yellow and begin to crack. Even the best outdoor ink formulations can use some help from the substrate to prevent fading over time. Finally there's an answer!

### ProTek® Weatherable Clear Polyester.



Typical ProTek Weatherable Application (Table 1-1)

Providing a certified 2000 hours of simulated weathering in a Xenon arc chamber for every roll of film, ProTek Weatherable outperforms its closest competitors significantly.

This coating provides protection for underlying graphics in highly demanding environments and further protects from scratch, abrasion and chemical attack.

	Tekra Weatherable	Brand A	Brand S
1000 Hours	0.38	0.77	0.92
2000 Hours	0.56	0.97	2.83

Table 1-1: Xenon arc change in yellowness comparison chart

The coating is completely transparent so it provides total clarity and perfect image fidelity.

Provided on a super-clear polyester film for enhanced chemical resistance and tensile strength and actuation life, ProTek Weatherable Clear is a stock product available for immediate use.

To insure the highest level of product quality, each lot of ProTek Weatherable undergoes 84 days of testing before it is added to Tekra's sellable inventory. We proudly suggest you consider it for your most demanding outdoor applications.

To get more information and samples please contact your Tekra Sales Representative.

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

