

Welcome Tekra's newest addition.... It's A Slitter!!



We're excited to announce the arrival of a recently installed, dedicated [adhesive slitter](#) at our New Berlin, WI facility. This new piece of equipment is allowing us to cut more types of adhesives more often. Newly installed rollers are allowing us to cut historically difficult to convert high tack adhesives with ease. And, because we now have a dedicated slitter just for adhesives, we've freed up our operator's time since there is less clean-up time in between jobs. What does this all mean to you? We're going to be able to provide you with more adhesive converted options than ever before at competitive prices all with shorter lead times.

Ask about our lower minimum order quantities. Stocked items are available in one roll increments and ship from our facilities within 1-2 days of order receipt. If we don't actively stock an item you buy regularly, ask your sales reps about our blanket stock and/or consignment programs. We also offer custom, adhesive slitting services with minimums starting as low as 50'. Call us today at 1-800-491-9578 for help with any of your adhesive needs.

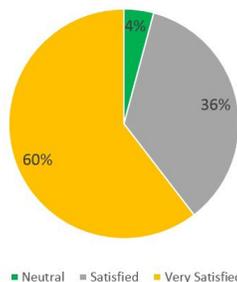
2015 Customer Survey Results

Approximately every two years, Tekra conducts a Customer Satisfaction Survey. With each survey, we ask an identical set of core questions about the quality of our products and services. We compare our results to previous surveys as one measurement of our continuous improvement goals for our products and service levels. These results are extremely helpful as this survey is also a component of our [ISO program](#). In addition, we add some "hot topic" questions to help us gain insight of what the future holds for our markets and customers. Before we get to the results, we want to say THANK YOU to all that took the time to participate in our survey. It is very much appreciated.

OVERALL

We are quite pleased that 96% of responders indicated that they are satisfied or very satisfied with Tekra's overall performance with no responses where we were rated less than neutral. This is up 4% from our last survey.

OVERALL SATISFACTION



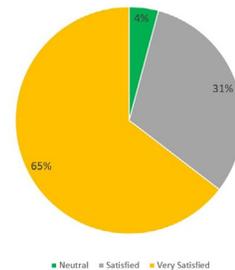
93% of our customers would be likely or very likely to recommend Tekra as a supplier to other companies. This is up 1% from the last survey. Considering the "Overall Satisfaction" and "Would You Recommend" questions bookend the survey, it was especially pleasing to see the last question of the survey received a rating above 90% after evaluating all Tekra's goods and services.

DEPARTMENTAL DATA

All major service departments were rated in this survey including sales, [converting](#), and quality. We are pleased that we were able to improve in each

and every service category over the prior survey. We had a three way tie at 96% satisfied with our Inside Sales Team, Customer Service Team, and shipping and packaging performance leading the way. It is especially satisfying that the two departments that have the most contact with customers are leading the way.

CUSTOMER SERVICE



PRODUCTS

The ratings for products from survey to survey have stayed relatively consistent until this year. We have noted a point or two improvement in nearly every product line. We have seen a significant satisfaction increase in digital films. We attribute this increase to the development of our [UV and Latex inkjet](#) lines that solved market needs in quality films that can be printed via these inkjet press types. We did see a small decline in our [DuPont Teijin Films](#) (DTF) results, but 44% of responses marked "NA" for polyester so the data is somewhat skewed for that category this year. Thanks to everyone that responded to these questions. We do share the aggregated data with the suppliers and they appreciate the feedback.

GENERAL FEEDBACK

As with every survey, we ask a few questions that require open-ended responses. We look at these responses with great importance as this is where the "voice of the customer" can be best heard in a survey format.

Comments offered about our strengths include:

- "Tekra has delivered exceptional customer service to us in all areas."
- "Tekra has always supported us through the years. Definitely one of our top suppliers."

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- “Tekra supports their products with value add and excellent sales support, which makes them a preferred supplier to us.”

We take pride in our service that we offer our customers. By working with key quality supply partners, our customer service and sales teams can stay focused and informed on our product offerings. This allows us to offer better value added technical support to make the sales experience with Tekra a positive one.

As it is great to hear the positive feedback, we also welcome constructive criticism on our weaknesses and areas we can improve on. Comments offered about our weaknesses include:

- “Rely totally on one partner for a product line”
- “Longer lead-times”
- “Not enough inventory”

All are fair comments. Tekra has made a conscious choice to carry only a single brand of almost all our distribution lines. In doing so, we believe we know more about the products we sell. We also believe our relationship with the suppliers allows us to better assist our customers when special needs arise. Like all businesses, we measure our inventory carefully. While we can't stock every product that our supply partners offer, we constantly work on having the right inventory on hand and are always willing to support special stocking requests. When it comes to improving lead times, one can never be too fast. Recently, we have installed a new slitter that will be dedicated to adhesives allowing us to improve our converting lead times for both adhesives and film products while offering a wider selection of stock sizes that can be shipped the same day. Please review any special lead time requirements with your sales team. We can often address the need by converting your materials to stock and holding them until needed.

Thank you again for all the help in filling out our survey. This is our first look at satisfaction data since joining the EIS family and we are pleased to see stable and improving results. Please continue to let us know how we can help you grow your business.

UL Flammability Rating

Practically since Johnny Cash first recorded “Ring of Fire” (1963), folks have been burning for information regarding flammability ratings for polymeric materials (i.e. plastics).

Due to their chemical composition, plastics can often easily ignite when exposed to sufficient heat and oxygen. Since most plastics will burn in the presence of a flame, there has been research to both understand, and even control or minimize those effects. Adding flame retardants to a polymer resin package would be an example of a controlled effect. While this may suffice in some polymeric film products, it can introduce undesirable effects in others.

While there exists a variety of industrial flammability tests, the test most widely used for plastic material in parts designed for electronic devices and appliances, is commonly known as UL-94. In this specification, the behavior of plastic when exposed to fire is expressed quantitatively.



UL covers two types of testing criteria: horizontal burn and vertical burn. Horizontal Testing (HB) is the lowest and least flame retardant of the UL 94 ratings. Vertical Testing includes three classifications for assessing self-extinguished material (V-0, V-1, V-2). Whether testing via horizontal or vertical burn methods, a flame is applied to the base of a specimen and the extinguishing times are recorded once removed. A given UL-94 tested product receives a UL Yellow Card that details flame product information.

For more UL product information including polymeric flame ratings, [click here](#).

Rigid Vinyl and Styrene for UV Inkjet



Tekra supplies a wide variety of films for UV Inkjet printers. Two types of films that are not as commonly known as a part of Tekra's UV inkjet portfolio are [rigid vinyl](#) (PVC) and [polystyrene](#). Most commonly used in applications such as menu boards and point-of-purchase signage and display, PVC and polystyrene offer UV inkjet printers many advantages. The biggest benefit is their ability to run without a print receptive coating. Because of the low temperature of [UV Inkjet](#) presses, rigid vinyl and polystyrene will also maintain

shape and registration well under normal operating conditions. Compared to other plastic films, PVC and polystyrene are relatively low cost. These benefits combined, allows printers to produce higher quality prints for lower cost market applications.

For both vinyl and styrene, Tekra has large sheets stocked on our floor as well, which can easily be used on the larger flatbed inkjet presses. Popular actively stocked films include .010 white opaque rigid vinyl in gloss/gloss and matte/matte finishes in 52" bulk rolls that can be converted to your specifications. We also actively stock .010 [clear vinyl](#) with a velvet/matte finish in 55" bulk rolls. Tekra routinely offers free test samples for UV inkjet printers. Please consider Tekra for your UV inkjet PVC and polystyrene needs.