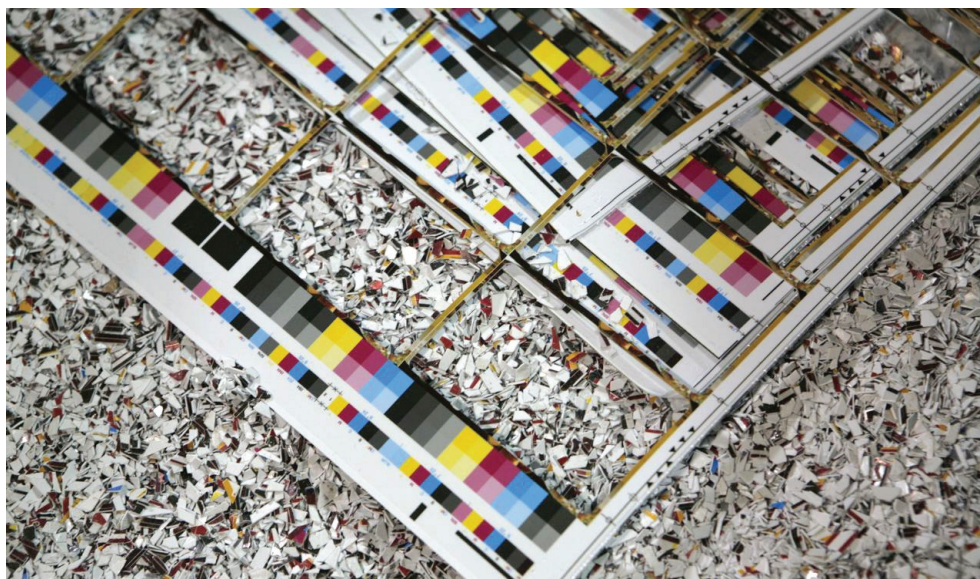


TALKING TRASH: *Closed-Loop Plastic Recycling Offers GOEX Customers An Opportunity To Profit by Going Green*

GOEX CORP. HAS DEVELOPED a sustainable alternative approach to plastic recycling that helps avoid the landfill altogether *and* returns a saleable product to its customers.

There's no getting around the fact that virtually all plastics created from nonrenewable resources such as oil, coal or natural gas, together with colorants and other performance-enhancing ingredients, represent a final product that is increasingly visible in this environmentally conscious era. At the same time, plastic usage is growing, adding to the already onerous challenge of waste management, since plastics do not degrade easily - often not at all.

Biodegradable or compostable plastics made mostly or entirely from renewable resources represent one focus of an emerging industry intent on making products that allow users to control



when and how the substrate degrades, while insuring that the product remains viable while still in use. While acknowledging the time, energy and marketing dollars being spent in the effort to develop so-called "green

plastics," "We thought it might be a worthy idea to have a conversation with our customers about reusing their processed scrap," says GOEX President Josh Gray. "That's where the value is, not in selling scrap to a broker for 1-3

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BRINGING UP BABY

CLINT EASTWOOD CAN KEEP his "Million-Dollar Baby" – GOEX has one of its own on the way. Later this fall, the company will welcome a brand-new, state-of-the-art, co-extrusion line to support its already substantial investment in the graphic arts market. The new line will be installed alongside the company's existing extrusion lines at its manufacturing facility in Janesville, Wis., and will be capable of running a variety of the materials that GOEX currently extrudes, including Polystyrene, PVC, PETG and Polycarbonate.

Says GOEX President Josh Gray, "The addition of another new extrusion line represents a significant increase to our production capacity to help keep our lead times short and our customer response rates high. GOEX always strives to meet the customer's order requirements, and we are committed to offering our customers the shortest lead times in the industry."

The company expects to install the new equipment in October. Look for details of the installation - including photos of our "new arrival" - in the upcoming Winter edition of the GOEX Sheetline. ★

President's Message: Restless Is Good



"GOEX has come up with an innovative solution to 'unnatural resource' disposal."

Successful companies are restless. They never stand still. They grow, diversify, innovate and alter their direction to meet customers' needs. This edition of the GOEX *Sheetline* focuses on two more ways in which we strive to provide ever-greater value to our customers.

As the groundswell in demand for "green" products and services from major retailers like Wal-Mart continues to build, printers and packagers are coming under more pressure to introduce sustainable business practices as evidence of their commitment to the environment. The printing industry has responded by planting trees, using wind power, installing VOC reduction and solvent reclamation systems, and making prominent use of recycled substrates, including recycled and biodegradable plastic.

Closing the Loop

We at GOEX thought hard about this, and then came up with an innovative solution to the besetting problem of "unnatural resource" disposal we call "Zero Landfill." In this issue, we introduce you to the offspring of our Zero Landfill initiative: A new recycled PVC sheet that is the result of a unique, "closed-loop" system designed to circumvent the landfill altogether and return a saleable recycled product to our customers – with virtually no waste. Our initiative provides more than just recycling plastic sheet. It can also include returning and reusing

our product packaging materials (boxes, skids, edge protectors, etc.) to offer our customers a complete recycling program. We think you'll be as excited as we are by the potential of this new product extension.

Speaking of excitement, anticipation also is building while we await the installation of a brand-new co-extrusion line this month. We're bringing in the new line to ensure that we continue to provide our graphic arts customers with the world-class products they already rely on, and to guarantee we have sufficient state-of-the-art production capacity to meet your needs for years to come. No first-time parents could be prouder.

In every issue of the GOEX *Sheetline*, we highlight stories that demonstrate our commitment to quality in every form. Whether it's world-class manufacturing and process control, innovative products that perform flawlessly on press, or special projects that challenge us to deliver a custom solution tailored to your needs, commitment is the restless energy that drives us to excel. Restless is good.

Enjoy!

Joshua D. Gray,
President

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cents per pound or having it wind up in the landfill."

Years ago, reports Vice President of Sales and Marketing Bob Waddell, most plastic sheet suppliers did not consider taking material back from the customer's waste stream. However, "In light of the growing emphasis on green manufacturing and sustainable business practices, we realized GOEX had access to a tremendous untapped, unfocused resource in the form of materials that previously were considered scrap."

The result of this realization is a policy GOEX terms "zero landfill," which it has begun to promote as an opportunity for customers to recover and extract value from processed plastics that they previously regarded as useless waste.

"GOEX has recycled its internal scrap for 25 years, so the concept

"We realized GOEX had access to a tremendous untapped, unfocused resource in the form of materials that previously were considered scrap."

isn't new for us," says Gray. "What is new is our ability to pull back plastic sheet materials that have non-plastic components. For example, returned scrap from a card manufacturer may have been printed, but may also have magnetic tape, over-lamination film, foil, signature panels and more. These materials can now be recycled back into a functional / printable plastic sheet that our customers can use again and again."

Here's an example of how it works: The customer prints and processes a laminated PVC card job, collecting its make-ready sheet scrap, card skeleton scrap and finished card scrap (rejects). If that customer needs "recycled" material, they would then

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Customer Focus:

Serigraph[®] inc.

It Takes One World Class Manufacturer To Know Another

Longtime GOEX customer Serigraph, Inc. of West Bend, WI was established in 1949 as an ink-on-paper printer that also produced adhesive-backed and water-slide decals. Today, the privately held company handles primarily plastic, and graphic arts is just one of the multiple segments for which it produces printed plastic materials. Its Specialty Printing division is dedicated to the POP market, producing displays, signage, and backlit signs for major quick service restaurants and national soft-drink companies, among other applications. On the litho side, Serigraph can print on substrates from film up to .050" on its offset presses, while its digital inkjet equipment handles substrates up to one-half inch thick. From GOEX, the company buys Polystyrene and PVC for the manufacture of short-term POP and retail signage.

Tom Gehl, Procurement Manager at Serigraph's Specialty Printing Division, describes GOEX as "a world-class manufacturer of plastic sheet for graphic arts applications" by virtue of its proximity, responsiveness, pricing and quality. In terms of timely delivery and quick turnaround, he says, "GOEX plastic meets the needs of the industry for high-quality, press-ready materials." When a special project or customer request calls for close collaboration, "We depend on to GOEX to marshal the resources to address it." Serigraph's extensive capabilities include sheetfed offset and screen printing, as well as flexo and digital wide-format. Its finishing operation performs cutting, die cutting, embossing, hot stamping and laminating. The company operates four plants on three sites in West Bend, and employs approximately 800 people. 🌱

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Vice President of Sales and Marketing
Bob Waddell

send their PVC card scrap to GOEX so that it can be "conditioned" and reprocessed. In very simplified terms, GOEX inspects, grinds

(GOEX prefers to grind the material in-house, but will accept material that is ground by the customer) and washes the scrap, then extrudes it back into printable sheet that can be fully processed into a laminated card again. To ensure the scrap recycling

"What is new is our ability to pull back plastic sheet materials that have non-plastic components."

process is sustainable, GOEX "sweetens" the recycled material with virgin raw material every time it is returned. "You have to have the effect of adding virgin material to get an affordable product that performs well," Gray explains.

It also is important that customers exercise good control over their scrap collection, retention and

labeling practices. "There are two possible types of contamination," Gray explains. "The type we expect and can deal with is the contamination represented by ink, mag striping, signature panels, etc. The other occurs when the material contains dissimilar polymers, which we can't use because of chemical incompatibility in the extrusion process. If returned scrap turns out to not to be useable, we ship it back to the customer or to a secondary market, but we also make sure the customer has an opportunity to learn from the experience and improve on their scrap recycling procedures."

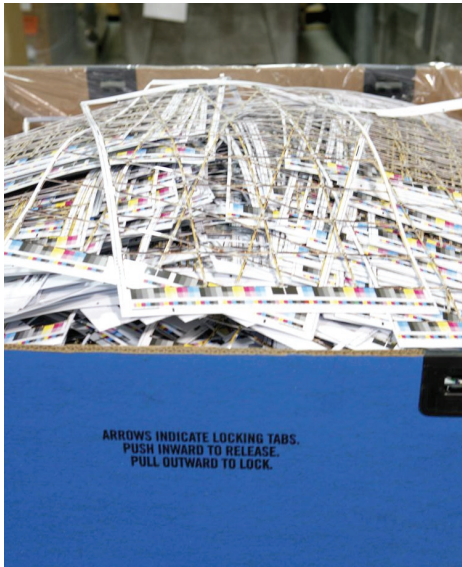
The GOEX material return system amounts to a tightly controlled, customer-to-customer process. "To establish lot control and traceability, returned customer scrap is specifically assigned for use only in that customer's recycled sheet order," Gray says. "Our closed-loop process uses only plastic from customers that

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are trained to handle it." For the system to function properly, GOEX works with customers to educate them about how to handle the plastic material with the kind of respect that will render it recyclable and saleable.

"There's more value to the customer in being able to expand a product line that has true recycled content," Gray says. "It's a process of teaching the customer to elevate what he may have previously to be considered trash into a recycled plastic sheet that has value and is useful," Gray says. "The value to the customer becomes having the ability to market recycled product." Adds Waddell, "This is something we strongly believe in and do for our customers."



GOEX scrap recycling is a high-volume process, aimed at customers that purchase larger amounts of plastic sheet. "The economics of our reclamation process are not currently scaled to customers that need small order quantities," Gray says, "but truckload orders (approximately 40,000 lbs.) are well suited to the process."

GOEX is the only plastics manufacturer able to recycle PVC at present. The CAROM® 45r recycled sheet is extruded from PVC that only has ink applied. Recycled CAROM® 88 PVC is targeted specifically to card manufacturers, whose

"GOEX works with customers to educate them about how to handle plastic material with the kind of respect that will render it recyclable and saleable."



waste stream contains not only plastic and ink, but also the magnetic stripe, signature panel, lamination film and other ornamentation typical of traditional card manufacturing. "PVC with ink (CAROM® 45r) is simply an easier material to convert to recycled sheet. It doesn't present the same processing challenges of CAROM® 88," Waddell says.

CAROM® 45r can be produced with 1-side Gloss / 1-side Matte or with 2-side Matte finish. CAROM® 88 is only available in a Matte / Matte

finish and can be printed and processed into laminated cards exactly like virgin PVC sheet. Best of all, the process is endlessly sustainable, due to the constant addition of virgin material to the recycled content. In addition to PVC, GOEX extrudes a variety of polymers that offer the opportunity for recycling, including Polystyrene and PETG. Interested parties should contact their GOEX sales representative for the best all-around system solution for their needs. ☼

“Restlessness and discontent are the first necessities of progress. Show me a thoroughly satisfied man and I will show you a failure.”

- Thomas A. Edison