

COMING ATTRACTIONS

GOEX soon will have a brand new, state-of-the-art, co-extrusion line, adding to its printable plastics capabilities. The new line, which is being installed alongside existing extrusion lines in the company's manufacturing facility in Janesville, Wis., will further support GOEX's already substantial investment in the graphic arts print market. It will be capable of running many of the materials that GOEX currently extrudes, including its popular High-Impact Polystyrene litho-grade (STYREX® 320), screen grade (STYREX® 500), and Polystyrene alloy sheet products (STYREX® 490, 690 and 720). GOEX can extrude sheet products ranging in gauges from .010" to .220" and in widths up to 60 inches.

Says GOEX President Josh Gray, "The new extrusion line—our second such installation within three years—represents a significant increase in our overall production capacity. We expect to ramp up our output as the new asset comes on-line, helping to keep our leads times short, our customer response rates high, and the top-quality plastic sheet our customers have come to expect."

GOEX always strives to meet its customers' order requirements, and is committed to offering its customers the shortest lead times in the industry.

Look for details of the installation in a future edition of the GOEX *Sheetline*.

The SUBWAY® Card Program Transitions to GOEX Recycled Polystyrene Alloy

GOEX Corp., a leading manufacturer of quality printable plastic sheet, reports that it is working with the SUBWAY® Card program to convert much of the chain's popular SUBWAY Cards from 30 percent recycled PVC to GOEX Corp.'s high-performance, heavy-duty STYREX® 725 alloy containing a core of post-industrial recycled material.

According to Erin Wood, Manager of Card Production and Fulfillment for Value Pay Services (a SUBWAY® franchisee-owned organization that manages the SUBWAY® Card Program in the U.S. and Canada), the choice of GOEX STYREX® 725 Alloy is in keeping with the SUBWAY® Card Program's commitment to support sustainable initiatives while considering cost constraints.

"In terms of sustainability, our focus is on the 3Rs—reduce, reuse and recycle," Wood said. Accordingly, "We've determined that one way to move in the direction of sustainability, while being conscious of our franchisee's bottom line, is to reduce the amount of virgin material used in SUBWAY® Cards," she said. "By utilizing GOEX STYREX® 725 Alloy we are able to meet this objective, while maintaining our cost structure and providing our printers with a material that is consistent to print on."

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GOEX PS Alloys, Recycled Sheet Options Get Enthusiastic Reception from Cost-Conscious Graphic Arts Providers

GOEX Corp., a leading manufacturer of quality printable plastic sheet, boasts a satisfied roster of companies participating in its breakthrough "closed-loop" plastic recycling program or having designated GOEX recycled-content Polystyrene (PS) as their regular "house" product. These include graphic arts companies that specialize in high-quality special effects printing on plastic for high-end packaging applications like point-of-purchase structures, signage, tags, cards, and much more.

Another Aisle To Shop

Impressed with the performance, durability and cost-effectiveness of the GOEX recycled PS products, a growing list of end-users and major retailers (including Subway, above) also are specifying these increasingly popular materials.

Where PVC traditionally has been the ma-

terial of choice, GOEX also offers high-functioning, cost-effective and fully recyclable extruded litho and screen-grade Polystyrene and Styrenic alloys as PVC alternatives suitable for a wide range of graphic arts applications.

It's All Recyclable: Process Is Key

The GOEX Styrenic Alloy products are available in four grades, including: 100% virgin STYREX® 690 and recycle-core STYREX® 695 for medium duty applications; and STYREX® 720 (100 percent virgin) and STYREX® 725 (recycle-core) for heavy-duty applications like high-durability cards that require embossing and/or intricate die-cutting.

All of the STYREX® Alloy products lend themselves readily to surface-printed plastic sheet applications because they offers substantial yield advantages over PVC, and are easy to print and cut.

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President's Message:



“We listened to the messages our customers were giving about their interest in material alternatives, environmentally friendly solutions, and of course, the economic benefits of both.”

It's the Application That Counts

The proof of every concept is in the execution. In this edition of the GOEX *Sheetline*, we're pleased to report that since its introduction in 2008, our closed-loop, “Zero Landfill” recycling process has caught the attention of a growing number of graphic arts providers interested in offering lower-cost, environmentally responsible alternatives to their customers. A number of these recyclable and recycled-content products are also part of a newly developed and steadily expanding line of GOEX STYREX® Polystyrenes and Styrenic Alloys, developed to provide our customers with performance-based, cost-effective materials developed for use in a wide variety of applications from tags and cards to POP/POS displays.

We listened to the messages our customers were giving about their interest in material alternatives, environmentally friendly solutions, and of course, the economic benefits of both. Our customers are responding, and liking what they see. Case in point: Subway, profiled on page one, which last year made the decision to

convert its popular SUBWAY® Cards from virgin PVC to GOEX high-performance, heavy-duty STYREX® 725 Polystyrene alloy containing post-industrial recycled material.

Given the rigorous product development process in place at GOEX, our longstanding reputation for quality, and our commitment to sustainability, our customers know they can count on GOEX to supply them with the high-value plastic sheet they (and their customers) require, at a price point that fits their budget. As the information in these pages will attest, that's no small order, but one that GOEX stands to execute – flawlessly!

Welcome to this edition of the GOEX *Sheetline*. Enjoy!

Sincerely,

Joshua D. Gray,
President

GOEX Extrudes Materials Used in Plantable Nursery Pot

Editor's note: The following is excerpted and reprinted with permission from Packaging World and www.packworld.com, “Greener Package Awards Honor Eight,” Sept. 2010.

“... Taking root in independent nurseries around the country, Ball Horticultural Co.'s new SoilWrap® bio-based plantable, compostable plant container is said to... eliminate 100 percent of the environmental impact of the package, while reducing related fuel emissions. The bottomless pot design—a winner in the Non-Food primary Packaging category—depends upon the use of Mirel polyhydroxyalkanoate (PHA) sugar-based resin from Telles (www.Mirelplastics.com), a MetaboliX and Archer Daniels Midland Co. joint venture. [GOEX Corporation (www.goex.com) extrudes the resin into an 11-gauge sheet, which is converted by General Converting, Inc. (www.generalconverting.com).]”

“SoilWrap was developed to address the massive landfill waste associated with horticultural plastic. According to 2007 data from Penn State, quoted by Ball, every year 350 million pounds of horticultural plastic is used in the U.S., while only 4 percent is recycled.

“The intention was to design a pot that can be planted in the ground’, explains Greg Trabka, new product development manager for West Chicago, IL-based Ball Horticultural. ‘We chose Mirel because it is soil-biodegradable. When you introduce it into the soil, it is actually seen by microbes as a food source.’

“The wraparound plastic ‘sleeve’ eliminates the use of a bottom panel on the pot, which allows plant roots to make immediate contact with the soil upon planting, encouraging faster growth. Trabka notes that the plantability of the pot also ensures greater product success. ‘From our

experience, a lot of plants are destroyed by people who don't know how to remove the plant from the pot’, he says. ‘With SoilWrap, you can avoid damaging the root system.’

“While SoilWrap degradation begins as soon as soil is placed in the pot, the process accelerates only after the pot is planted, allowing plenty of time for use in the greenhouse and

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Employee News: Phillip M. Quade Receives ASQ-Certified Six Sigma Black Belt

The Certification Board of ASQ (American Society for Quality) recently announced that Phillip M. Quade, Training Coordinator at GOEX Corp., had completed the requirements to be named an ASQ-Certified Six Sigma Black Belt (ASQ CSSBB). The certification signifies that Quade has achieved a significant level of professional recognition, indicating proficiency in and comprehension of Six Sigma principles and practices. Individuals who earn this certification are permitted to use "ASQ CSSBB" on their business cards and professional correspondence.

"ASQ provides certification as a way to give formal recognition to professionals who have demonstrated an understanding of, and a commitment to, quality techniques and practices in their job and career," explained E. David Spong, ASQ president. "This is a great accomplishment and, although not a formal registration or licensure, it represents a high level of peer recognition."

A Certified Six Sigma Black Belt is a professional who applies Six Sigma philosophies and principles, including supporting systems and tools in a variety of business situations. A BlackBelt demonstrates team leadership and manages team dynamics in all aspects of the DMAIC model (Define, Measure, Analyze, Im-



prove, Control), understands lean enterprise concepts, and uses tools to identify non-value-added activities.

Since 1968, when the first ASQ certification examination was given, more than 170,000 individuals have sought to become ASQ-Certified in their field of profession, including many who have attained more than one designation. (Source: ASQ press release)

Our congratulations to Phil on reaching this important career milestone! 🌟

GOEX Extrudes Materials, continued from page 2



Photo credit: Ball Horticultural Company

garden center. Once in the ground, the pot is said to be completely biodegradable within 12 months.

"Says Greener Package Awards judge Eric Hartman of Product Ventures, 'This is a great example of the development of a biopolymer and its ultimate use in a biodegradable application.' Another sustainability advantage of SoilWrap by Ball is the space it conserves on pallets.

The company says that two-and-a-half times more assembled SoilWrap packages can fit on a pallet, compared with traditional 3.5-inch petroleum-based plastic pots. 'With 60 pallets of SoilWrap on a truck, that results in 243 percent more SoilWraps per truck, which reduces the number of trucks to less than half', Trabka says, adding that this results in (fewer) carbon-dioxide emissions. The space savings...also extends to storage and warehousing, he said.

"SoilWrap currently is available in a 3.5-inch size, with a 4.5-inch design soon to be released. Unlike natural fiber pots, which are also plantable, the Mirel SoilWrap package can be pre-printed with marketing material and UPC barcodes for an attractive, on-shelf appearance. 🌟

The SUBWAY® Card Program, continued from page 1

Reusable, reloadable SUBWAY® Cards may be used as gift or personal spending cards, as well as for incentives and awards. They are available at participating SUBWAY® restaurants, online at www.mysubwaycard.com, or at third-party retail, grocery and pharmacy outlets across North America.



Going PVC One Better

STYREX® 720 and 725 Alloy products joins a growing line of GOEX STYREX® Polystyrenes developed and marketed by the company as cost-effective, performance-driven alternatives to Polyvinyl Chloride (PVC). Polystyrene Alloys lend themselves to surface-printed plastic sheet applications, are easy to print and cut, and will stand up to post-printing processes like laminating and embossing. They also offer significant yield advantages over PVC, based on their lower density.

“In terms of its mechanical properties, traditional High-Impact Polystyrene (HIPS) does not generally compare favorably with PVC,” said Bob Waddell, Vice President of Sales and Marketing for GOEX. However, our new STYREX® Alloys narrow the performance difference while bringing the Polystyrene yield benefit into the equation. The addition of post-industrial recycled material produces a more sustainable, high-performance styrenic alloy that retains the pleasing appearance and enhanced printability of our other GOEX Polystyrene Alloys.” ❁

The full line of GOEX PS grades suitable for graphic arts applications includes:

STYREX® 320	100% virgin, litho-grade PS
STYREX® 325	litho-grade PS with recycled core
STYREX® 500	100% virgin, screen-grade PS
STYREX® 525	screen-grade PS with recycled core
STYREX® 690	100% virgin litho-grade PS Alloy
STYREX® 695	litho-grade PS Alloy with recycled core
STYREX® 720	recycled litho-grade PS Alloy for heavy duty applications
STYREX® 725	recycled litho-grade PS Alloy for heavy duty applications

Available in size up to 60" x 120", each of these materials is fully recyclable in line with the GOEX closed-loop, "Zero Landfill" program.

GOEX PS Alloys, Recycled Sheet Get Enthusiastic Reception, continued from page 1

Depending on the requirements of the customer and the application, GOEX process incorporates the recycled scrap material, which becomes nearly invisible. The printer enjoys printing on a consistently white surface.

Best of all, the recycled content of GOEX Styrene products are derived primarily from customer printed styrene scrap. Provided the material is clean and uncontaminated, GOEX will convert the printed scrap back into new sheet product ("Zero Landfill"). The proper handling procedures required to collect plastic make-ready waste and finished scrap require carefully segregating all of the material to be reused to avoid contamination with foreign matter or dissimilar polymers, and loading it into gaylord containers for shipment back to GOEX, where it is recycled with

virgin raw material and extruded into functional, printable plastic sheet that can be used over and over again.

Companies that choose not to participate in the GOEX closed-loop recycling program still may purchase the full range of recycled PS products from GOEX. There are many benefits to the closed-loop customer relationship, but there are circumstances where it may not be practical. In those cases, GOEX has an established network of sources to provide an ample supply of PS scrap to support customer demand.

About GOEX

Janesville, Wisconsin based GOEX Corp. manufactures products including PVC, Polystyrene, Polycarbonate, PETG, Acrylics, Barex, and XT materials serving the Graphic Arts, Medical, Electronics and Packaging industries. Using these materials, the company

offers a wide range of extruded plastic sheet and roll stock materials specifically developed and carefully produced for specific applications. GOEX Corp. is also one of the only North American producers of PVC lenticular material used in 3-D, "flip" and motion/animation graphics. GOEX's "Quality Custom Plastic Sheet" is a vital part of making its customers' products look good and perform to optimum standards. ❁

“ Innovation is the ability to see change as an opportunity - not a threat ... ”

- Thomas Edison