



We've Moved!

GOEX Corp.

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Personally from the President

Plant Built for Efficiency, Speed and Growth

I'm proud to announce that GOEX has completely moved into our new facility in Janesville, WI.

Over a six month period, the move began with installation of new extrusion equipment, followed by the orderly and sequential transition of equipment from our previous facility. Upon every transition move, we requalified the equipment prior to use in order to assure product quality and process characteristics were unchanged.

GOEX operates 24/7, so the transition plan demanded that we maintain full production throughout the transition period. Moving equipment was only a piece of the overall plan. An equally challenging aspect was managing the transition of raw materials. This was accomplished by the installation of new bulk storage equipment in conjunction with using our new 40,000 square foot warehouse stocked with raw material and finished goods.

In the new normal, material handling operations have been streamlined and simplified. Because the new building is much taller, we took processes that flowed horizontally and stacked them vertically. Instead of moving materials from point to point, adding time and labor, materials now flow vertically using the power of gravity.

We updated our blending and drying equipment, giving us more capacity in both. We can bring 50% more product to the process without adding labor, which gives workers more time for other higher-value tasks. Material handling specialists have more time to do analysis. The plant-wide blender upgrade also gives us sophisticated technology with a greater degree of accuracy and tractability. All Inventory changes are done "real time," so inventory and consumption accuracy approaches 100%. Raw materials flow seamlessly through finished production.

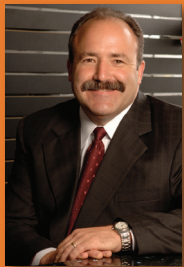
Overall efficiency has improved significantly. We've greatly reduced changeover time from one material to another. It all ties into our philosophy of a facility that is safe, consistent and fast.

Continued on page 2.

The new workflow and layout help us achieve maximum uptime, and customers benefit from the shortest possible lead times. We are typically able to meet market needs in one week or less. Plant-wide energy management and environmental control systems gives us complete visibility to where energy is being consumed, and provides consistent processing conditions regardless of the time of year.

Now with the move behind us, we've turned our efforts back to maximizing product development and enhancement. We have the capacity and capabilities to serve a wider range of needs for new and existing customers.

It has been a very exciting two year process that began with collaboration and brainstorming from all departments within GOEX. I am extremely proud of how our organization handled this undertaking. Manufacturing personnel and those in every support department rose to the challenge. Without their efforts, designing a fantastic facility for our process and moving into a new facility would not have been possible. While no one is anxious to do this again soon, we're thrilled to see how our customers and employees are already reaping the benefits. And that makes it all worth it.



Regards,

Joshua D. Gray
President & CEO,
GOEX Corporation

GOEX Stock Sheet HIPS Programs:

Quick Pack Quality Ready When You Are

Our tagline says it all: **Quality Custom Plastic Sheet**. One way we maintain quality is with careful attention to every order. We don't aspire to maintain finished product inventory. Instead, every order is a custom job, manufactured to your specifications and requirements. But even as a custom manufacturer, GOEX promises to keep lead times short and pricing competitive.

Regardless, some customers need quality products within 24-48. Graphic arts printers often require immediate material for emergency reprints or to capture quick-turn print work. To help these customers, in 2005 GOEX introduced the Quick Pack program, stocking an inventory of standard STYREX® 320 High-Impact Polystyrene (HIPS) sheet.

Our initial strategy was to stock STYREX 320 litho-grade HIPS sheet in popular gauges and 28" x 40" sheet size, making GOEX a fast, "one-stop" source. We don't try to compete with plastic sheet distributors, but rather anticipate the occasional but urgent needs of customers who preferred buying material directly from the manufacturer. By stocking common size and gauge sheets, we eliminate delays when turnaround is critical. Any customer can purchase as little as one skid of HIPS sheet.



Adapting to Evolving Digital Print Needs

Over the years, the STYREX 320 stock sheet program has been quite successful, and as the print market evolved, GOEX recognized that customers needed more. More printers were investing in digital print equipment to produce high quality images on plastic that they couldn't print as quickly on litho equipment.

Just as STYREX 320 Quick Pack material addressed stock sheet, litho-grade printing opportunities, there was a need for predictable, high quality HIPS substrates to run on screen and digital print systems.

Fast-forward to 2011. The simple program conceived to assist a handful of customers became a gateway to the next stage – stocking skids of digital- and screen-grade STYREX 500 High Impact Polystyrene sheet in 50" x 100" sheets and popular gauges.

For customers interested in recycled content sheet and a lower cost option, GOEX offers STYREX 525 stock sheet. A core layer of the 50" x 100" sheets includes recycled HIPS material, while the cap layers remain 100 percent virgin resin. STYREX 525 sheet meets the goal for a recycled-content product without compromising print image quality.

Expanding Again with Larger Sheet Sizes

Press-bed sizes continue to grow larger. To help customers use this equipment effectively, the Stock Sheet Program for STYREX products expanded again. GOEX customers can now get STYREX 500 HIPS in 60" x 120" sheet size in thicknesses from .015" to .060". Printers can print one very large image or multiple smaller ones. This sheet size expansion gives our clients even more options and the ability to pursue additional profitable opportunities.

Starting with a Simple Idea

An idea originally intended to simply provide a one-stop service has evolved far beyond that initial mission. That's what happens when a business is agile in its delivery and in touch with customer needs.

Whether you're an existing customer or a future one, these economical Quick Pack products are ready to ship when you need them. Market opportunities don't wait for you, so you shouldn't have to wait for your plastic sheet supplier.

Find details about all the STYREX HIPS Stock Sheet products on our website, www.goex.com, or contact your GOEX salesperson or a customer service representatives at 608-373-7422 or 608-373-7431.



Direct Marketers:

Discover the Plastic Alternatives

Want direct marketing that stands out? The answer might be printed plastics.

A variety of plastic substrates are suitable for direct marketing applications, and most are relatively inexpensive and cost-efficient. Styrene, for example, is a dependable material usually encountered as a white or colored substrate. Printers use PVC or PETG when they want clarity with print depth. There are even lenticular products for things like flip animation and 3D applications. And for those choosing to make a statement about the environment, GOEX carries a variety of recycled content and bio-based products that allow environmentally responsible marketing campaigns.

Easy to Get Creative

Plastics open the door to lots of direct marketing creativity. Possibilities include pull-tabs, special folds and die cuts, or even cleverly shaped pieces promoting specific products or services. Maybe the goal is just a simple piece that encourages patronage of your business. Plastic stands out from other materials and has a unique tactile appeal.


As marketers with budgets know, cost is important, but the objective is customer response. Plastics give you the ability to do something innovative within your

budget. Most substrates come in thicknesses that are fairly easy to process. Plastic is also compatible with virtually all forms of printing that marketers use to target their message and measure their return.



Go Beyond the Expected

Do you want to produce more compelling direct marketing? A sheet of paper doesn't say to customers "You are important" nearly as effectively as a high-quality printed plastic piece. Plastic provides flexibility and variety to let you innovate beyond traditional communications.

GOEX helps direct marketers stand out with plastic, and we can help you, too. We offer a variety of products to meet different needs, including recycled-content substrates. Ready to get creative? 


Plastic Sheet Extrusion - FYI

For those who may not yet be familiar with extrusion, here are some key terms / definitions related to extruded plastic sheet products:

Plastics sheet extrusion is a high-volume manufacturing process in which raw plastic is melted and formed into a continuous "ribbon" profile that is either cut into desired sheet lengths or wound around a core, forming a roll.

Rigid plastic sheet extrusion is generally defined to be a gauge ≥ 0.010 " inch or 250 microns thick. Plastic sheet that is thinner than .010" gauge is typically classified as film rather than rigid sheet.

For print-on-plastic applications, corona treatment of plastic sheet is a process method that exposes one or both sides of the sheet surface to an electrical discharge to improve the receptivity to printing inks. This surface treatment does not change the strength or appearance of the sheet material.

Co-extrusion is the process used to produce an extruded sheet composed of two or more layers (multi-layer). 

Out of the Box

Get the Facts About Sports

As we succumb to the beckoning days of summer, who isn't thinking of spending time with a favorite sport? Whether your game is golf, fishing, soccer or even kite flying, we've collected a baker's dozen of fun sports facts to get you in the mood. Take your best shot and find the answers on page 4.

1. What is the only sport played on the moon?
2. How fast does a golf ball travel?
3. How many tennis balls are used in the approximately 650 matches in the Wimbledon Championship?
4. What is the largest participant sport in the world?
5. In baseball, what year did the home plate umpire begin standing behind home plate?
6. What is the average life span of a major league baseball?
7. How is a forfeited baseball game officially recorded?
8. How many event medals are awarded at the Olympics?
9. What sport is the most attended and the most watched in the world?
10. What sport became legal in 1901?
11. What sport originated the term "hands-down"?
12. In what country is kite flying a professional sport?
13. What sport did Naïve Americans play to prepare for war?

Source: <http://uselessfacts.net/sport-facts/>






What's Your Application?

GOEX extruded plastic sheet materials support a wide variety of market applications. This chart outlines some of the typical ways our products are converted for end use. We believe in offering choices, so you can evaluate the options and make the best choice for the work to be done.

Depending on your project, your selection may depend on choosing the most durable material, or the lowest cost option, or maybe the easiest to process. We've assembled some information to help you figure out what you need. The table below represents a quick-guide reference when considering materials for Graphic Arts Printing and Formed Packaging applications.

This can be a complicated decision, and if you have questions, GOEX is here to guide you based on years of experience in the plastic extrusion industry. 

Typical Applications	GOEX Substrates										
	Acrylic	CAROM® PVC	CONTOUR® Polypropylene	PETG	PETG GLIDEX®	MEDEX® 641	PEEREX® Polycarbonate	PLA (Ingeo™)	SIGNEX® 25	STYREX® HIPS	STYREX® Polystyrene Alloy
GRAPHIC ART PRINTING											
POS / POP		*	*	*			*	*	*	*	*
Backlit Menus / Signs	*						*		*	*	
Hang Tags / Danglers		*	*	*				*		*	*
Cards		*	*	*			*	*		*	*
Forming / Packaging											
Medical	*	*		*	*	*	*			*	
General FDA	*	*	*	*	*	*	*	*		*	
Form - Fill - Seal	*	*	*	*	*			*		*	
Retail		*		*			*	*			*
Food			*					*		*	

Answers to Summer Sports Quiz

- Golf. On Feb. 6, 1971, Alan Shepard hit a golf ball on the moon.
- A golf ball can reach speeds of 170 miles per hour.
- About 42,000.
- Fishing.
1859. Prior, the home plate umpire sat in a padded rocking chair behind the catcher.
- Five pitches.
- As 9-0.
- More than 1,800.
- Soccer.
- Boxing.
- Horse racing. If a horse wins "hands down," it means the jockey never raised his whip during the race.
- Thailand.
- Lacrosse.

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Production Notes

Stock: GOEX CAROM® 45 PVC with Eco-One™
Press: Heidelberg XL-106 with Full UV

