

# It's Getting To Be A Habit: GOEX Expands Capacity Again

*Customers Will Reap Benefits of Latest Plastic Processing Technology*

GOEX CORP. IS PROUD to announce that it has recently completed the installation of a new, state-of-the-art, co-extrusion line to support its already substantial investment in the graphic arts marketplace. The new line takes its place alongside the company's existing extrusion lines at its manufacturing facility in Janesville, Wis., and is capable of running a variety of the materials used in the graphic arts market, including Polystyrene, PVC, PETG and Polycarbonate. This is the second installation in as many years for the rapidly growing plastic sheet extruder.



Says GOEX President Josh Gray, "The addition of another new extrusion line represents a significant increase in our production capacity. This new line will enable us to keep our lead times short and our customer response rates high."

In order to continue to be a world class supplier to the graphic arts industry, GOEX is committed to making the investments necessary to meet its customers' order requirements. "Lead times have been compressed over the past few years," Gray explains. "In addition to high quality, our customers continue to recognize that we are committed to offering the shortest lead times in the industry."

### Designed for Superior Results

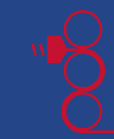
The new extrusion line was supplied by a domestic vendor close to the company's Midwest location, and is equipped with the latest plastic processing technology.

"The addition of another new extrusion line represents a significant increase in our production capacity."

"We worked collaboratively with our OEM supplier to achieve a blend of technologies we know are essential to produce extruded sheet products with consistent, desirable characteristics," reports Brian Cowan, Vice President of Technology for GOEX. "This line new has features that allow our manufacturing technicians to automatically monitor and control multiple processing conditions. In addition, the line is networked into our plant-wide ERP system to enable real time data collection."

## What's inside

- GOEX makes room for a new addition, Page 1.
- Who says you can't please everyone? GOEX is a niche player and a high-volume producer rolled into one. The beneficiaries? Our customers! Page 2.
- GOEX makes something special out of a commodity plastic, Page 2.
- Jet, Inc. chooses GOEX HIPS, Page 3.



# President's Message:



**"GOEX** has been conscientiously building a reputation for developing quality custom plastics in collaboration with its customers."

## Got A Niche? We Don't Just Scratch the Surface.

Some things are just basic. Someone once said, "You can't be all things to all customers." Companies that operate high volume manufacturing facilities often are not good at providing customized solutions for lower-volume products. GOEX is the exception to that rule. Although GOEX has been conscientiously building a reputation for developing quality custom plastics in collaboration with its customers, our manufacturing capabilities and capacity are fully geared to the high-volume production of the industry's widest range of top-quality graphics arts-grade products, including Polystyrene, PVC, PETG and Polycarbonate, together with an array of co-extruded and engineered constructions. Being able to bring engineering and innovation to what typically has been considered a commodity market has helped to fuel our growth. Our habit of investing wisely and often has made us a preferred supplier to members of the graphic arts community that print on plastic.

Speaking of fundamental things, in this edition of the GOEX *Sheetline*, we announce the recent installation of a new, state-of-the art extrusion line dedicated to the production of graphic arts-grade plastic. Also in this issue, GOEX takes readers back to basics, offering a primer on ex-

truded Polystyrene, a widely used plastic that is as versatile as it is ubiquitous in graphic arts applications. Finally, we speak with Jet, Inc., a valued GOEX customer that recently made GOEX its exclusive supplier of high-quality Polystyrene sheet.

It takes an unwavering commitment to quality on several fronts to be a good, responsible supplier to the graphic arts community. GOEX excels on every front, from consistently investing in the latest equipment, to maintaining responsive delivery requirements, to extensive research and development, to continuous improvement in quality and efficiency.

It all adds up to keeping the focus where it belongs: on our customers, whether they need quality custom solutions that will set them apart, or higher-volume printable plastic sheet.

We hope you enjoy this edition of the GOEX *Sheetline*.

Joshua D. Gray,  
President

## GOEX Refines and Redefines A Commodity



FOR PRINTERS WHO WORK with plastic, Polystyrene is a staple ingredient in an endless parade of graphic arts applications. While GOEX is widely known for the creative custom solutions it engineers for clients, the company is also an established supplier to companies that print and/or form products made from Polystyrene sheet, producing a superior commodity product that is anything but ordinary.

Like the bread, butter, eggs and milk in the family pantry, Polystyrene's chief virtue lies in its versatility. Commercially available in sheet or roll form, Polystyrene is naturally a translucent milky-white color, to which white pigments are added to create a more opaque shade of white. It also can be pigmented to produce a wide variety of custom

colors. Polystyrene is an economical choice compared with most other plastics, because of its favorable yield-per-pound. Combined with other ingredients during polymerization, Polystyrene becomes the

*continued on page 3*

### Publisher:

GOEX Corp.  
2532 Foster Ave.; P.O. Box 1507  
Janesville, WI 53547-1507  
Phone: (608) 754-3303  
Fax: (608) 754-8976  
www.goex.com

### Editorial:

Jean-Marie S. Hershey  
Winther and Associates, L.L.C.  
403 Saunders Point Road  
Huddleston, VA 24104  
Phone: (540) 297-3556  
Fax: (540) 296-0641  
jmh@wintherandassociates.com

## Customer Focus:



## Jet Offers Its Finest House Plastic, Manufactured by GOEX Corp.

Jet, Inc., one of the largest privately held sheetfed commercial printers in the Chicago area, has been a GOEX customer for a decade. Within the past three years, however, the company not only has increased the volume of Styrene it buys from GOEX, but also has made the company its exclusive Styrene supplier, based on the quality and consistency of its Polystyrene sheet. Last year the company purchased a record-high number of sheets from the manufacturer, for use primarily in the production of surface-printed gift cards for customers like Home Depot and Discover.

"We chose GOEX Sytrex 320 HIPS because it yields consistent results in terms of surface quality and color," says Joe Tenyer, Vice President, Operations for Jet. "Also, the way inks and coatings hold out on the GOEX material is extremely good. From lot to lot and job to job, we know that GOEX material will give a dependable result."

While Jet typically requires truckload quantities to support its ongoing high-volume business, the company also uses GOEX's sheet stocking "Quick Pack"

program for smaller quantities of Polystyrene. "This is a really big deal for us," Tenyer says. "Other sheet extruders tend to have a 2,000-lb. minimum."

**"Goex has some pretty creative people. They come in with creative solutions instead of a sales pitch."**

Any successful collaboration between customer and supplier hinges on communication that transcends price. "GOEX has some pretty creative people over there," Tenyer says. "They come in with creative solutions instead of a sales pitch – and their prices are very competitive. And because GOEX also provides great customer service and returns quotes fast, we know their internal processes from sales to quality control are efficient."

Jet was founded in 1947. Today, it is one of the largest, privately held sheetfed commercial printers in the Chicago area. Jet employs approximately 200 people at its hub facility in Downers Grove, Ill. and its warehousing and fulfillment facility in Bolingbrook, Ill. Jet's value-added customer offerings include full-service prepress and planning, conventional/specialty printing and plastic card manufacturing as well as full-service fulfillment, distribution and warehousing. ☺

## GOEX Refines and Redefines A Commodity, *continued from page 2*

graft co-polymer known as High-Impact Polystyrene or HIPS, which can be manufactured to suit the needs of lithographers, digital printers, flexographers and screen printers in an array of colors and finishes, all of which afford superior ink adhesion. Typical graphic arts applications include tags, phone and gift cards, signs and posters, packaging and POP displays, charts, covers and much, much more. Outside of the graphic arts, Polystyrene commonly is used to make everything from model cars and airplanes to plastic cups and small appliance components, in addition to other objects requiring an economical plastic with limited flexibility.

"Polystyrene is a standard product in a custom world," says Bob Waddell, Vice President of Sales and Marketing. The company recently made a substantial investment in its

**"Polystyrene is a standard product in a custom world."**

Polystyrene manufacturing capability with the installation of a new extrusion line dedicated to the production of graphic arts-grade products, including Polystyrene, PVC, PETG and Polycarbonate. With the addition of the new line, GOEX has made another significant investment in Polystyrene extrusion. The process

flexibility and process capability of this line allow GOEX to create fairly standard products or complex material combinations with equal ease. "This flexibility, along with a very creative R&D group, gives our company a competitive advantage that provides significant benefits to our customers," Waddell adds. Depending on the customer's application interest, GOEX can co-extrude Styrene in order to re-utilize printed regrind scrap, or to yield a hybrid product that could create a different color on each side. When needed, GOEX Polystyrene can be corona-treated on one or both sides at no additional cost, to enhance ink receptivity.

*continued on page 4*

## *GOEX Expands Capacity Again, continued from page 1*

Director of Manufacturing Alan Swearingen welcomes the addition of more equipment designed for supplying print grade material. "We recently implemented a new operating system that enables us to improve upon an already stable and controlled process," he says. "The new system ensures repeatability by communicating with the machinery to achieve consistent outputs. Real time data collection provides the platform for process consistency and systematic improvements."

In a time of constricting/shrinking markets, GOEX considers itself fortunate to be at a place where it requires additional equipment to support its growth, Gray says. "Our customers have come to realize that as medium-sized, independently owned company, we are free to make equipment, R&D and product development decisions that will be of benefit to them." 🌟

*What is the definition of Polystyrene?*

*A plastic parrot, of course!*

## *GOEX Refines and Redefines A Commodity, continued from page 3*

Despite the commodity label, not all Polystyrene is created equal. At GOEX, "We pay a lot of attention to the appearance and surface quality of our Polystyrene product," says Waddell, alluding to the combination of material selection and process excellence that sets all GOEX plastic apart from the competition. Non-contact gauge measurement devices mounted on each of GOEX's extrusion lines continuously monitor variations in thickness across the web, streaming information back to automatic dies that respond to any need for gauge correction. The result is a level and square sheet stack that will feed smoothly in today's fast, automated presses, while providing the finest printable surface finishes available. GOEX works within gauge and sheet tolerances that are among the tightest in the industry.

### **N**ot all Polystyrene is created equal.

The sheer variety of Polystyrene produced by GOEX also belies the commodity label: GOEX standard Polystyrene may be natural or opaque shades of bright white, blue-white or creamy white; with a gloss/matte or matte/matte finish; one- or two-side corona treated; and is available in sheets up to 60x120", in rolls up to 60" wide and 48" diameter, and in thicknesses from .010 to .125 mil. While GOEX Polystyrene is generally custom produced to customer gauge, size and opacity order requirements, the company also offers an economical Polystyrene "Quick Pack" stock sheet program developed specifically for users who have an immediate, event-specific need for Polystyrene sheet. Quick Pack comes in gauges from .010" to .030", matte/matte finish and double opacity.

Developed specifically for graphic arts applications, STYREX® 320 HIPS is ideally suited to applications like phone cards, signage, packaging, posters, POP displays, tags, promotional cards and more. The material feeds smoothly at high press speeds and features precise gauge control, full material traceability and great ink receptivity.

Also available is Styrex® 500, a screen grade Polystyrene suitable for screen printing applications. Details can be found at [www.goex.com](http://www.goex.com). 🌟



### **Did You Know?**

Polystyrene [CHC6H5-CH2]n is made from Styrene [C8H8]n, a petroleum by-product. Commercial production of Styrene began in the 1930s, and the material played an important role in the manufacture of synthetic rubber during World War II. Synthetic styrene is also used in the manufacture of automobile parts, electronic components, boats and other recreational vehicles. Because it is a naturally occurring substance, Styrene is present in many foods and beverages, including beef, strawberries, peanuts, coffee beans and spice cinnamon. It also is used as a flavoring additive in baked goods, frozen dairy products, soft candy, and gelatins and puddings, as regulated by the U.S. Food and Drug Administration. (Source: Polystyrene Packaging Council)