



### GOEX

802 US Highway 14 East  
Janesville, WI 53545

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## Personally from the President

There's no better time than the present at GOEX. Business is growing rapidly, and we couldn't be more excited about what the future has in store for us. We have added equipment and are recruiting new employees to accommodate our growth. It's a great time to be a part of our organization!

As the business grows, our number one priority is to maintain our commitment to excellence and provide the highest quality products to our customers, both new and existing. With a team of employees having decades of industry knowledge and expertise, we know that differentiating ourselves from our competitors does not have to be complex; we build solid relationships, actively listen to our customer needs, and aim for total customer satisfaction by providing solutions that align with the marketplace.

We use our understanding of value to create a competitive advantage. Whether it's a quick-turn product order, customized product offering, or one of our value-added services, we recognize that our customers expect products and services tailored to their needs. Quite frankly, that's where we excel in the marketplace. Our processes allow us to manage flexible market offerings successfully. For example, we recently added

five new products to our portfolio which were specifically developed to offer unique solutions to our customers.

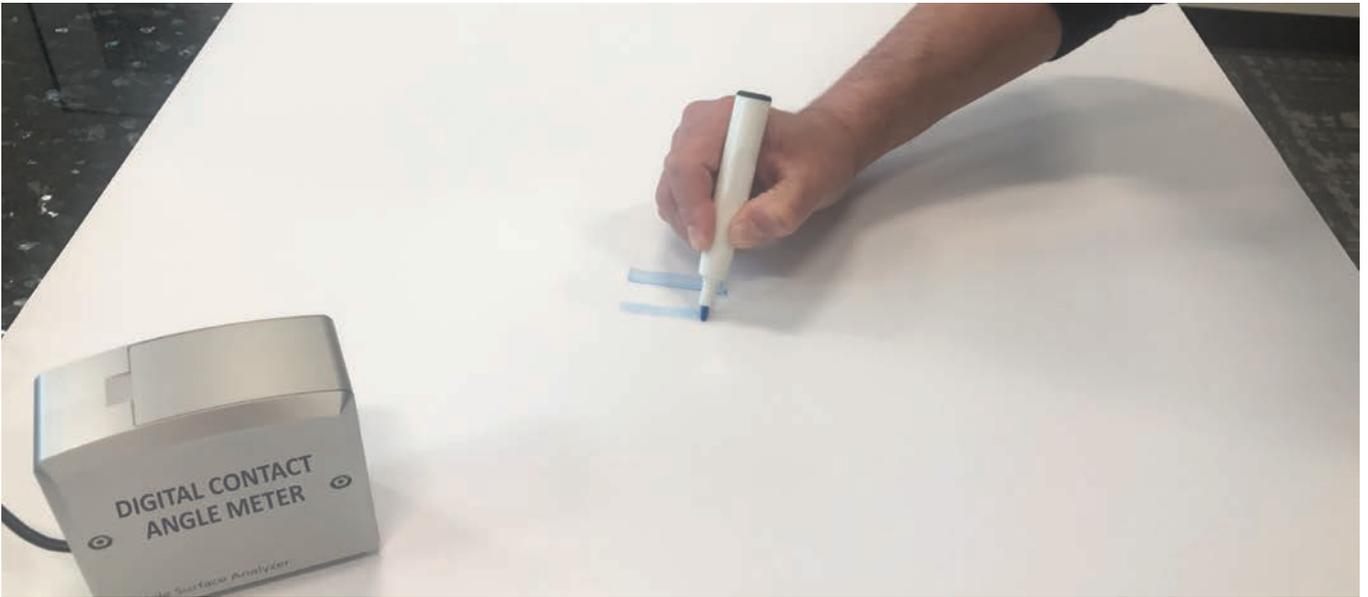
Our success would not be possible without our employees' dedication to our values and striving to deliver the best products and services in our industry. Continuous improvement is a part of our DNA. This includes re-evaluating our equipment to drive efficiency, providing training to our employees to ensure they have the tools to be successful, and re-assessing our development processes.

On the topic of improvement, we are excited to announce the launch of our re-designed website. The focus was to enhance the look, simplify the content and increase the visibility of our products. Explore the site at [www.goex.com](http://www.goex.com). I hope you find it visually appealing and easy to navigate.



Regards,

Joshua D. Gray  
President & CEO,  
GOEX Corporation



## Enhancing Dyne Testing and Measurement Technology

Surface treatment of plastic is no uncommon practice - especially in the graphic arts and print industry. Plastic sheets have an inherent surface energy (known in the industry as dyne level) that is inherently lower than needed for most inks. Proper surface treatment is crucial to our graphic arts and print customers. The purpose of treating plastic surfaces is to increase surface energy to improve adhesion of paints, inks, and coatings.

How we measure surface energy directly impacts the quality of products, we deliver. A dyne pen is one of the most common tools to measure the dyne level (or surface energy) of plastic sheet. A dyne pen is a marker or valve tip applicator pen filled with a liquid solution formulated to break up on a material surface at a specific time (generally 2 to 3 seconds). Different inks and printing processes require different treatment levels. For example, adhesion of solvent based inks requires a lower dyne level than water-based inks.

### DEDICATED TO PROCESS IMPROVEMENT

The quality team at GOEX has dedicated in-house Six Sigma Green Belt resources that are being used to evaluate dyne pen technology and identify ways to improve our dyne measurement process. We have also purchased a digital



contact angle meter to understand surface treatment better, and if possible correlate contact angles to dyne results as a means to validate our dyne measurement process.

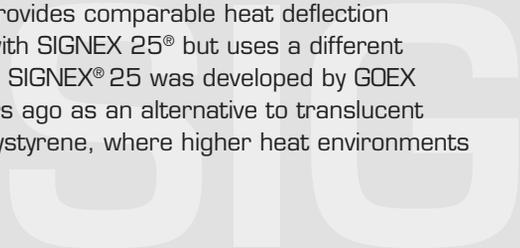
“Our goals are to establish a measurement technique which would take the subjectivity out of dyne measurement, create a more efficient process when assessing dyne level at the time of production, and better align our measurement of surface energy throughout the converting and printing processes,” said Pete Goral, Vice President of Quality at GOEX Corporation.



## Introducing SIGNEX® 25P

Plastic is an excellent choice for creating durable, unique and sophisticated indoor and outdoor signage that can withstand tough in-use conditions. We are pleased to announce the addition of SIGNEX® 25P to our high heat trans-light product offering.

SIGNEX® 25P provides comparable heat deflection properties as with SIGNEX 25® but uses a different polymer matrix. SIGNEX® 25 was developed by GOEX almost ten years ago as an alternative to translucent high-impact polystyrene, where higher heat environments



## Foundation for Success

Customization, speed, and efficiency – that’s what sets GOEX apart from the rest. The advantage is simple; we have invested considerably in our employees, our equipment, and our facility. Our skilled employees are invested in the work they do and are encouraged to utilize technology and training for continuous improvement. Engineering capabilities allow us to build and maintain our equipment from start to finish which enables us to maintain total control of the products we make.

### HIGH QUALITY AND MAXIMUM EFFICIENCY

GOEX values technology and data and seeks suppliers that share the same values. We learn from technical discussions with our raw material suppliers and our equipment suppliers and leverage those discussions to develop robust and technological solutions. These conversations help us better understand subtleties involved in processing plastic into high-quality sheet, allowing us to push our equipment to run at maximum efficiency while making quality sheet.

Our productivity and profitability depend on keeping our equipment and critical assets working efficiently. We rely on having the capabilities in-house to maintain and troubleshoot, minimizing downtime and maximizing equipment uptime which optimizes production costs. As we learn about the processing, there are times when we realize our equipment efficiency or reliability could be improved. Certain repair and maintenance are better suited to our suppliers, but our skilled workforce allows for much of our equipment management to remain in-house with our engineering team.

### OPTIMIZING IN-HOUSE EXPERTISE

Our engineering staff looks for opportunities to step in and improve our existing equipment or develop a new piece of equipment if there is value. For example, we realized that roll cooling was holding us back from making gains in output. Proper roll cooling is essential to maintain the finish of the sheet. Because of the experience and understanding of best practices in extrusion design, Luke Forde, one of our lead production engineers, identified how we could improve. By designing a modular temperature control unit, we were able to

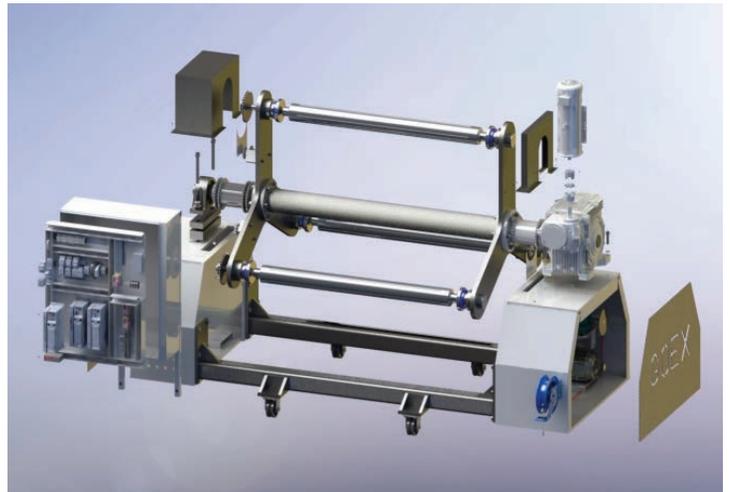
increase our ability to maintain processing temperatures in roll circuits at higher rates and efficiencies.

In-house Six Sigma resources and engineering capabilities allow our team to experiment with variables within our processes and find what is most critical for improvement.

*“Our engineers have the expertise to develop a solution that is specific to GOEX. Whether process or equipment changes, our engineering team has the technical expertise to design what is required to move us another step forward.”*

Alan Swearingen  
Vice President of Manufacturing  
GOEX Corporation.

“Our engineers have the expertise to develop a solution that is specific to GOEX. Whether process or equipment changes, our engineering team has the technical expertise to design what is required to move us another step forward,” said Alan Swearingen, Vice President of Manufacturing at GOEX Corporation.



## GOEX values technology and data and seeks suppliers that share the same values.

caused premature back-lit sign degradation. With higher heat deflection temperature properties, both SIGNEX® 25 and SIGNEX® 25P provide customers with a rock-solid solution. SIGNEX® 25P is also available in larger sheet sizes to help optimize the print layout for both offset and large format digital print methods.

Along with our SIGNEX® products, PEEREX® 61 polycarbonate also offers product options to satisfy market driven demands for translucent menu boards and other heat sensitive applications. These three products provide you with a range

of physical and mechanical values to best fit your specific application.

**Contact your GOEX Sales Account Manager or Customer Service Representative to help select the right product for you.**

## Single Source Substrate Supplier

GOEX has a product offering suitable for just about any plastic substrate application. Our expertise in a wide range of base resins and additives allows us to be a one-stop shop and tailor a plastic solution to your creative design, structural and technical needs.

Most printing projects are event-based – a business grand opening, a redesign of department graphics, new product promotions, special sale items, store expansion...the possibilities are endless. We understand that time is of the essence and that the key to a successful partnership is not only providing creative plastic solutions to our customers but doing so in the quickest possible

timeframe without compromising quality.

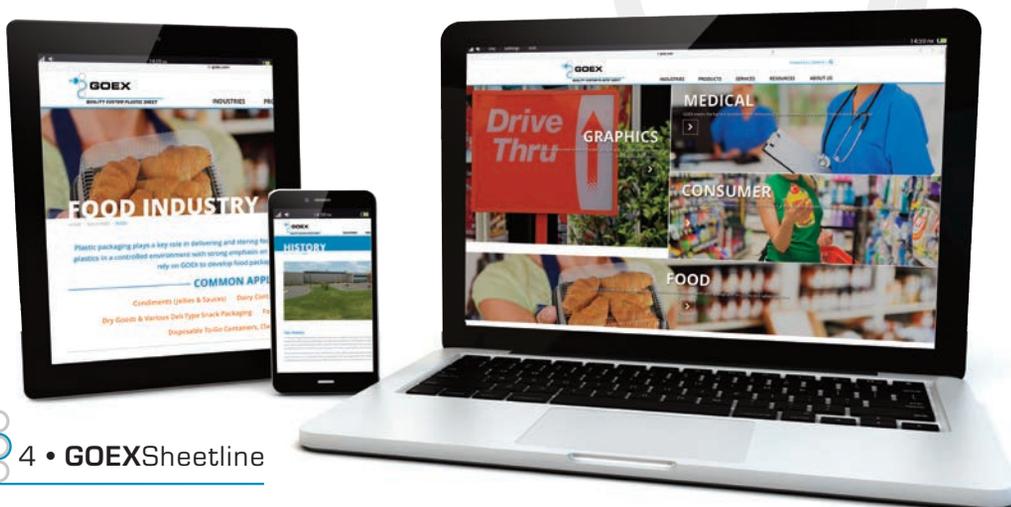
GOEX prides itself on being a cost-competitive single source supplier of plastic substrates with the capacity to handle jobs of any size or scope. We have the flexibility to produce different plastic substrates on multiple extrusion lines to provide the shortest lead-time possible. Further, our around-the-clock production capabilities allow for a quick response on custom product orders. For those who can utilize standard gauges and sheet sizes, GOEX has full skid quantity stock sheet available in both polystyrene and recycled-content PETG that can be shipped within 24-48 hours.



## Check Out Our New Look!

GOEX is proud to announce the launch of our new website. Our new site boasts a clean design and intuitive navigation system and allows us to better showcase our products, capabilities and our continued commitment to the plastics industry. The redesign of the website is just a start; we will add more content and functionalities over the coming months and will aim to provide you with simplicity, ease of use, and the best product information that is most relevant to you.

You will get the same user experience on your phone or tablet that you would on your desktop or laptop. Check out our new look at [www.goex.com](http://www.goex.com).



## Have you Thought of Plastic as a Marketing Tool?

How are you making your product stand out from the crowd? Sometimes you need more than creative content on an advertisement or display that catches the eye of consumers long enough to make a favorable impression. Advertisements, signage, billboards and marketing collateral are everywhere, and consumers are bombarded. Consider ways to capture the attention of consumers in a way that differs from your competitors. Consider different textures and substrates – consider plastic.

Color and texture can have a strong influence on consumers. Think of a time when you have walked into a home or business and noticed something unique about the wall or the flooring. Perhaps the carpet texture felt extra plush, or you noticed tile flooring had an interesting surface finish. The flooring may have been the same shape and material, but perhaps the pattern in which it was laid or the color combination created an appealing design. The point being, it caught your attention and made you take a second look.

As a custom plastic extrusion manufacturer, GOEX also has the capabilities and material offering that can help you create products that stand out. We manufacture many polymers in a variety of standard colors and matched custom colors. Computerized technology is used for color reading and matching, to ensure exact specifications are met.

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### Production Notes

Stock: GOEX CAROM® 45 PVC with Eco-One™