



GOEX

802 US Highway 14 East
Janesville, WI 53545

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Personally from the President

GOEX has always prided itself on keeping clean. (After all, cleanliness is next to...) We've been in our new facility four years now, and visitors still comment on our spotless production floor. We're proud of the quality of our products and people, and maintain a clean workplace is a safe workplace.

Our clean, temperature-controlled and technologically-advanced manufacturing facility allows us to provide the best solutions for our customers too. As one of the most modern manufacturing facilities around, GOEX produces extruded plastics in a controlled environment for good reason. We know that failure to properly clean can result in damage to equipment and could compromise its operation, jeopardize the health and safety of our employees, or the quality of the material we produce.

Cleanliness is defined as both the abstract state of being clean and free from dirt, and the habit of achieving and maintaining that state. Smart managers know that the physical and psychological health of our work force is an important part of maintaining top productivity.

As a food packaging material manufacturer, GOEX is committed to fulfilling strict food-safety regulations. In addition, to meet stringent medical device packaging guidelines, we maintain a hygienic production facility. We became the industry leader in extruding quality products by

producing plastics with a strong emphasis on quality and safety practices.

Comprehensive training coupled with management support is essential in ensuring our compliance with Good Manufacturing Practices (GMP), HACCP, and other workplace safeguards. We use a systematic and preventative approach to ensure our products are free from chemical, biological and physical contamination.

The bottom line is that cleaning is an activity that is not only required in food and medical packaging regulations, but is an activity that makes good business sense. It not only helps assure food safety, but helps protect our investments—our people, our workplace, and our customers.

We're off to a great start to 2019. You can count on GOEX for quality extruded products specifically designed to meet your demands. Read on and clean up on ways we can help deliver your products to market.



Regards,

Joshua D. Gray
President & CEO,
GOEX Corporation

How E-Commerce is Changing Package Design

Gone are the days of casually shopping, strolling the aisles of a tempting toy store or turning the colorful pages of a department store catalog searching for your favorite item to wish for.

These days, a low-res image online makes a sale. Items are then shipped in their original packaging directly to the customer, with no need for an “overbox” (A term made more popular by Amazon, referring to putting one box inside another). Often this is for delivery reasons when an item is already packed in a litho printed retail box, and is then put in a plain outer box prior to shipping.



Increasingly, manufacturers/retailers are designing their products for economical, sustainable and efficient packaging options. They know packages need to reach their destinations quickly, safely and for less money.

GOEX recognizes the need, and growing trend, for lighter weight, more durable, cost-effective, and recyclable packaging alternatives. Extruded plastic is an excellent option to keep your goods protected until they reach their end user. Contact one of our Account Managers to find the best selection of custom plastics on the market today to help things stay safe out there!



Gift Cards Galore!

Love them or hate them, chances are you received a gift card for Christmas. In fact, they are the most popular present in the United States.

Everyone can appreciate the utility of a gift card. You get to pick what you want, from your favorite retailer, when you want to shop, or when you really need it. For these reasons and more, gift cards are here to stay.

Neiman Marcus sold the first gift cards in 1994. Because the retailer didn't quite understand their potential, the cards were kept out of sight and sold only as a novelty item. Blockbuster Video was the first to display gift cards, starting in 1995, the true beginning of the gift card revolution. Starbucks was the next major innovator in 2001, with gift cards that could be reloaded so you'd have to keep going back.

These days, gift cards are a big business. In 2012, 1,500 Starbucks gift cards alone were purchased every

minute in the U.S. In 2013, the coffee giant alone sold 450 million cards, worth \$16 billion. Last year, nearly 2.5 million Starbucks cards were purchased in the U.S. and Canada on Christmas Eve itself.

Where do gift cards come from?

GOEX! We produce materials used for a variety of gift cards and other printed promotional materials. We extrude quality high-impact polystyrene (STYREX®), print-grade PVC (CAROM®), and clear or translucent PETG that are popular for gift card applications.

These extruded products are ideal for die cutting or punching, have great ink receptivity, and can be custom tailored to your application.

Next time you buy a little piece of plastic with money on it for someone, think of the multitude of gift card options that are created each year with the hopes of keeping us all happy.

Remember, GOEX is here with brilliant material options to create the perfect gift card for your customers.



Go online to goex.com and see more of the gifts GOEX has to share with you.



Hungry for food (packaging) facts?

Every year, the Food Packaging Institute (FPI) sends a survey to its members asking for their opinion on trends throughout the foodservice packaging supply chain. Three top trends they've identified are:

It's all Delivery. Delivery. Delivery.

Delivery is one of the most significant trends impacting foodservice packaging this year. There is a big push for better protection that ensures food arrives in good form during delivery, and a focus on "fresh" food offerings getting to the customer wherever they are. There is a need for packaging that protects food during delivery, ensures excellent presentation upon arrival, and extends the quality life of the food being delivered. Food marketers do not want to hurt their brand by delivering subpar-quality meals. GOEX has quality materials that will deliver all that.

Seeing is Believing

Additionally, marketers are focused on having right-sized packaging to enhance the customer's perception of their product. Using the most upscale packaging, they are looking to add more clarity, functionality or color to the package in order to get customers to take notice of the upscaling of their brand and help build customer loyalty and repeat business. Some of the things GOEX can help provide quality materials for include:

- Clear packaging to see contents
- Safety or tamper evident packaging
- Convenient grab-n-go food containers
- Unique packaging options to help stand out from the competition
- Applications from freezer to microwave and everything inbetween

It's not easy being "green"

It is no surprise sustainability is a top issue for food packaging. We've all heard about the increased need for eco-friendly packaging, diverting waste from landfills, and getting rid of single-use products. But this topic is very dynamic.

There are definitely environmental benefits to being green. And of course, everyone has an opinion on whether compostability, recyclability, production from renewable resources, or some other sustainability trait is preferred. The desire for more sustainable packaging definitely remains key, but not at a higher cost.

Food for thought...Check out GOEX's green practices that can help our customers meet their own recycling goals at www.goex.com/about-us/sustainability.

GOEX Announces New Vice President of Sales & Marketing



GOEX has welcomed Jay Jensen back to their Sales and Marketing Team. Some may remember Jay as an Account Manager with us during the turn of the century. With GOEX through 2004, Jay's focus was on boosting sales and strengthening customer relationships.

After his start with GOEX, Jay went to work for Everbrite LLC, the world's largest, full-service visual identification company. While there, Jay held several positions including National Sales Director and most recently Vice President of Sales and Marketing.

In adding Jay as Vice President of Sales & Marketing, GOEX fortifies its commitment to its core markets, offering quality custom sheet and roll stock extruded plastic. "I am excited to rejoin GOEX and help deliver strategies that reinforce us as a market leader while developing innovative solutions to a variety of customer needs", Jay says.

Be sure to give Jay a warm welcome and let him know how GOEX may be able to help you. He can be reached at (608)921-0514 or jjensen@goex.com.

Five Reasons to Love Polypropylene



Polypropylene is one of the most versatile and extensively used polymers in the world. It's referred to as "the steel of the plastic industry" because of all the ways it can be modified or customized to best serve a particular purpose. This popular/hard-working/high-performing/proficient plastic provides all the benefits of a sturdy material without sacrificing aesthetics and appeal. For these reasons, the packaging industry is a major end-user of polypropylene.



PP

Advantages for Print-on-Plastic, Medical and Food-Safe Packaging:

1. STRENGTH -

Polypropylene possesses high flexural strength because of its semi-crystalline nature. Other materials may be strong, but brittle, and can break when dropped. Some, like metals, have high mechanical strength, but are vulnerable to corrosion. Polypropylene stands strong with its high tensile and exceptional impact strength, and is tough providing elasticity without being too soft.

2. CHEMICAL/MOISTURE/FATIGUE RESISTANCE -

PP is unusually resistant to many chemical solvents, bases and acids, which makes it a good choice for containers and packaging. It is also very resistant to absorbing moisture (and therefore not liable to mold). And polypropylene retains its shape after a lot of torsion, bending, and/or flexing.

3. HIGH HEAT TOLERANCE -

More and more, heat-resistant plastics like polypropylene are taking the stage because they're a versatile alternative to metal, ceramics and older-generation polymers with its excellent dielectric properties. For similar plastics in the same weight category, polypropylene also has a higher melting point. PP can take the heat!

4. LIGHTWEIGHT -

Polypropylene is a lighter weight, low-density alternative to other plastics. Weight reduction allows for less raw material consumption, easier processing, and better performance. Get better yield, improve your processes, reduce your products' shipping costs and be more cost efficient overall with lighter PP.

5. SUSTAINABILITY -

Recycling of polypropylene is becoming an important and economically viable option. It reduces the consumption of raw, finite resources, such as oil and propane gas. Use of these natural resources will decline if your products are made from recycled plastic and ultimately avoid landfills altogether.

Take advantage of the benefits polypropylene offers. Talk to one of GOEX's knowledgeable Account Managers to find out how polypropylene's unique properties can make it stand out as an invaluable material for your application.



March 5-7, 2019 Portland, OR

Join GOEX at HealthPack2019. This 29th annual industry conference and educational event focuses on the latest trends in medical device packaging. We'll share critical information you can put to immediate use on your packaging team.

Visit GOEX at Booth 21

GOEX Corporation
802 US Highway 14 East
Janesville, WI 53545

(608) 754-3303 Phone
(608) 754-8976 Fax



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