

WARCO® Times

WARCO/Biltrite Signing – November 17, 2006



*Stephen A. Fine
President*

*Steve R. Hemstreet
Chairman of the Board*

*Stanley J. Bernstein
Chairman*

*Ken J. Hemstreet
Vice Chairman of the Board*

President's Message:

By now I'm sure that you are all aware of the exciting new chapter in the storied histories of each **West American Rubber Company, LLC, (WARCO)**, and **The Biltrite Corporation**. Each of these companies can trace its respective beginnings to the early 1900's, representing over 195 years of combined experience in the rubber industry. Each company has, and continues to be committed to providing its customers with high quality rubber products for an ever-expanding array of applications. As important, each company has, and will continue to, provide its employees with an invigorating, rewarding and safe working environment.

The combination of **WARCO** and **Biltrite** creates a dominant force in the US based sheet rubber and rubber matting markets as well as creating one of the most diversified rubber manufacturers in the United States. It provides the ignition for the accelerated expansion of our three core business divisions but more importantly, broadens our capabilities; giving each company access to a widened array of technological, research, compounding, engineering, quality assurance, inventory management and customer service resources.

From the R&D of customized formulations, mixing, calendaring and roto-curing of commercial grade and exotic

sheet rubber products, custom molding and extrusion capabilities, **WARCO/Biltrite** has what it takes to remain competitive and thrive in an ever-changing global marketplace.

Over the course of the transaction, and in discussions with Messrs. Bernstein, Fine and Babcock, it became clear that the common tenants embraced and shared by us all include a sincere respect for the customer and the high value placed on long-term customer relationships. As we proceed together, I encourage each of us to continue to strengthen our relationships and I have challenged all of our associates to become innovators as we continue to strive to consistently provide quality rubber solutions to our customers.

I'd also like to take this opportunity to welcome Messrs. Stanley J. Bernstein and Stephen A. Fine to the **WARCO**

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Louisville Relocates to Ripley, MS

It is with mixed emotions that we announce the relocation of **WARCO's** Louisville, KY based Customer Service and warehouse operations into our newly acquired Biltrite Ripley Operations facilities in Ripley, Mississippi. **WARCO** established the Louisville facility in 1982 in an effort to better serve its customer base located in the Central and Eastern Time zones, providing in-stock delivery and real time access to product availability.

We wish to extend our sincere thanks to the dedicated staff in the Louisville facility for their loyalty, support and out-



From Left to Right: Sonny Meeks, Ron Alexander, Diane Roten, Teresa Reaves

standing professional service to our customers. Our thanks and gratitude goes out to: **Debbie Fehler, Rose Manley, Randall Fehler, Wesley Fehler, Donald Fradet, Kevin Lloyd, Sheila Hart, and Steven Jennett.** Thank you.

We will continue to operate as "**WARCO**" and will endeavor to make the transition seamless; maintaining the same telephone and fax numbers, which are as follow:

Telephone: 502-968-7770

Fax: 502-968-7774

We would like to take this opportunity to introduce you to the members of the Sales & Customer Service team at Biltrite Ripley Operations:

Sonny Meeks

E-mail: sonny.meeks@biltritems.com

Ron Alexander

E-mail: ron.alexander@biltritems.com

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An Introduction to Biltrite Ripley Operations LLC

For our Biltrite customers this will be somewhat repetitive, but for our **WARCO** customers, this will provide an introduction to **Biltrite Ripley Operations LLC**. Biltrite is located in Ripley, Mississippi, which is approximately a one-hour drive south of Memphis. Ripley is a small rural community with approximately 5,500 residents, nearly all of who have, at one time or another, worked for Biltrite.

The Biltrite Ripley Operations manufacturing facility is situated on approximately 50 acres of land and has 400,000 square feet of under roof production and warehouse. Over the years, the plant has had quite a diverse production history. From the 1960's into the 1990's, footwear products dominated production and included such brand names as Justin, RedWing, Wolverine, Timberland, Mason, Florshiem, Bostonian, Liz Clayborn, and Tony Lama.

During the late 1980's sheet rubber and rubber flooring lines were added. The "Endura" flooring name grew to

international prominence as a high quality product and was installed in such venues as Anaheim Stadium, The Superdome, the Rock-N-Roll Hall of Fame, the Kempo Airport and the Smithsonian.

Since the late 1990's sheet rubber and matting products have dominated Ripley's production with continual process improvements being employed to create a globally competitive, low cost, rubber products producer.

Today, Ripley enjoys the nimbleness of a very lean organization of highly skilled and talented people with an average tenure of 20 years with the company. The combination of this talent pool coupled with the plant's physical capacity, and expanded capabilities as a result of the recent acquisition by **WARCO** will provide fuel for growth and opportunity for our customers and for future generations of our community.

Lab News

New Compounds for Biodiesel & E85

By Shi Hwang

WARCO has developed 60 & 70 duro NBR sheet rubber compounds, specially designed for alternative fuels; Biodiesel B20 & B100 and Alcohol fuel E85. Recently, alternative fuels are increasing in interest as well as their demand worldwide.

Biodiesel is the name of a clean burning alternative fuel, produced from any fat or oil such as soybean oil, through a refinery process. Biodiesel contains no petroleum. It can be used as a pure fuel. B100 is the term for the pure (100%) biodiesel. But biodiesel can be blended at any level with petroleum diesel to create biodiesel blend. B20 is a blend of 20% biodiesel with 80% petroleum diesel by volume. Biodiesel is simple to use, biodegradable, nontoxic and essentially free of sulfur and aromatics. It is registered as a fuel and fuel additive with EPA. It can be made available anywhere in the US.

E85 is an alcohol fuel mixture of 85% ethanol and 15%

gasoline, by volume. It is widely used in Sweden and is becoming increasingly common in the United State, mainly in the Midwest where corn is a major crop and is the primary source material for ethanol fuel production. The benefits of using this fuel include reduced emission greenhouse gas and some air pollutants.

WARCO compounds were conducted for immersion tests in B20, B100 & E85. The test results indicate that the compounds are compatible with the alternative fuels and seem to be suitable for B20, B100 and E85.

However, it is recommended that any specific application should not be undertaken without evaluation for suitability. No guarantee is expressed or implied as to results that will be obtained by the end-user.

For further information, please contact our Technical Director, Shi Hwang at (714) 532-3355 ext. 3241.

Q & A with Shi Hwang

The following are common questions for our laboratory department.

Question: *What is an IMDS? Can WARCO handle an IMDS request?*

Answer: The International Material Data System (IMDS) is a collective, computer-based material data system for OEMs (Original Equipment Manufacturer) to manage relevant environmental aspects of the different parts in vehicles. Through this system, the automotive industry is able to reconstruct the complete material flow. The IMDS allows any company to register online and grants access to the system.

WARCO can submit the IMDS information on any WARCO compound through the computer-based IMDS system for any customer who is participating in IMDS. The IMDS requires to submit the components and their amounts (or ranges) of the formulation. The IMDS submitted by WARCO is accessible only to the customers specified in the system.

Question: *What is an RoHS? Can WARCO handle an RoHS request?*

Answer: The Restriction of Hazardous Substances (RoHS) Directive 2002/95/EC was adopted in February 2003 by the European Union. The RoHS directive took effect on July 1, 2006 but is not a law; it is a directive. This directive restricts the use of six hazardous materials in the manufacturing of various types of electrical and electronic equipment. It is closely linked with the Waste Electrical and Electronic Equipment Directive (WEEE) 2002/96/EC, which sets collection, recycling and recovery targets for electrical goods and is part of a legislative initiative to solve the problem of vast amounts of toxic e-waste.

All rubber products supplied by WARCO, with exception to specific flame retardant an electrical grades of TPR and Silicone, are in compliance with RoHS. WARCO can provide a compliance certificate upon request.

If you have any questions, please contact our Technical Director, Shi Hwang at (714) 532-3355 ext. 3241.

If you would like us to cover a particular topic on the next issue of WARCO Times, please email your requests to sales@warco.com with your topic of choice and write Lab News on the subject line.

President's Message *(Continued from page 1)*

Board of Directors and extend a heartfelt welcome to Larry Babcock, Executive Vice President of **Bilrite Ripley Operations LLC** and to his entire staff.

Thank you for your continued support. As we progress with the integration of our business, I am confident that the dedication and talents of our employees coupled with the strength of our corporate resources will continue to provide you with reliable and cost effective solutions for your rubber needs.

Sincerely,



Jim deLeo
President & CEO

Louisville Relocates *(Continued from page 2)*

Should you have any questions, the Bilrite Ripley Sales & Customer Service team will be able to help. Sales & Customer Service is available Monday through Friday, 7:00 AM to 4:30 PM, Central time. During off-hours, you may e-mail or use the automated mailbox to leave a voice mes-

sage. This relocation is scheduled to be completed by January 31, 2007.

Thank you for your continued support and for entrusting **WARCO** to provide you with your rubber needs.

WARCO® Times

WARCO Times is published by the Marketing Department of West American Rubber Co., LLC. The purpose of this publication is to inform our customers of WARCO and Bilrite on current affairs of our company, and to heighten awareness of new products available to our customers.

Please direct comments, questions or suggestions to:

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