

FLEXible CONVERTER

A NEWSLETTER DEDICATED TO THE SUCCESS OF FLEXCON CUSTOMERS

In Search of This Decade's Growth Drivers

Many of us have been lamenting the changes in the industry — the hyper-competitiveness, lower growth, lack of new innovations, and loss of “fun.” These are all characteristics of a maturing industry and most of us don't like it.

Well, we can rejuvenate our industry if we keep this in mind: an industry grows by expanding the kinds of problems it solves.

History bears this out. Looking back over my career, there have been five surges of growth in our industry: metal nameplate replacement, auto ID/barcode information, roll-to-roll replacing sheet processing, primary labeling, and glass bottle labeling. Three of those surges were driven by innovative converters finding entirely new markets to

sell the lower total cost and better aesthetics of pressure-sensitive materials. Metal nameplates could be replaced with PS film that looked great and cost a lot less. PS films for primary labeling of consumer products started out by competing against heat transfer graphics and glue-applied paper. Single-serving

glass bottle labeling started by competing against applied ceramic labeling and glue-applied paper.

In all three cases, innovative converters expanded the uses for pressure-sensitive film, and we all reaped the benefits.

Future growth of this industry depends on creative-thinking converters finding new markets where pressure-sensitive materials are not used today, and where the benefits of pressure-sensitive films can be sold as an improvement over current methods.

FLEXcon is excited about developing products needed by our industry's most creative converters to break into those new markets. We encourage you to contact us at the earliest stages when you discover a promising new market, one where FLEXcon products, custom capabilities, and technical expertise can reinforce your effort.

I cannot predict what the growth drivers will be in the coming decades, but I am confident your effort to find brand-new markets for pressure-sensitive materials will bring about innovative opportunities, growth, and restored excitement to our industry.

Neil McDonough
President and CEO

Tacky Silicone Adhesive Offers Ease of Use and Extreme Temp Performance

Acrylic adhesives are easy to use, but have performance limitations in very high or low temperatures. Silicone adhesives are more challenging to use, but after they reach optimal bond, they are terrific performers in holding that bond in extreme temperatures.

What if you could have the best of both worlds in a single product?

Now you can, with FLEXcon's recently announced SA6000 Series of tacky silicone adhesive products.

The high performance adhesive in FLEXcon's SA6000 Series is flexible and breathable (i.e., prevents trapping of moisture). The 760 grams tack level (ASTM 2979) allows for product assembly to be done more easily and efficiently, holding the initial bond until the adhesive reaches optimal bond some 72 hours later. This makes it possible to use these adhesives in automated assembly applications. SA6000's tackiness keeps it on the release liner through the production process, while allowing for die cutting without unintended peel-off of the liner that could disrupt production.

In end-use, this tacky silicone adhesive can contend with a wide range of temperatures, from -300°F (-185°C) to +500°F (+260°C).

That ability to handle such extreme temperatures makes FLEXcon's SA6000 Series ideal for many challenging applications in the automotive, aerospace, industrial, or flexible electronics industries, including:

- high and low temperature gasketing and sealing
- vibration damping in a wide variety of temperatures
- applications calling for limited flammability.

FLEXcon's SA6000 Series is offered as a transfer tape as well as in double-

coated constructions, such as a construction with silicone adhesive on one side of a film or liner and acrylic adhesive on the other side. The adhesive coat weight is 1 to 4 mils. The SA6000 Series is backed with a two-liner system designed for roll-form converting.



SA6000 Series adhesive is an ideal bonding solution for many component assembly applications.



For more information on this “best of both worlds” adhesive solution, contact your FLEXcon Sales or Technical Service Representative. FLEXcon's SA6000 Series tacky silicone adhesives may have just the tack and temp characteristics your challenging application requires.

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DPM® Aply™* – A Smooth Solution for Bubble-Free Label Graphics

A major concern for OEMs in today's Outdoor Power Equipment market is the aesthetic appearance of labels on their products. Bad-looking labels often project an image of poor brand quality in the eye of the consumer. Bubbles or trapped air under the label, caused by either application issues or outgassing, is a key problem.

Some labeling solutions in the marketplace make use of channels or beads in the adhesive layer to prevent bubbles. While this solution avoids air entrapment, it is a costly solution that also creates a patterned surface under the film. The pattern transfers to the surface and is visible in printed graphics, contributing to poor aesthetic quality.

FLEXcon has come up with an effective product solution,



Rigid film and a premium adhesive contribute to DPM Aply's ease of application to product surfaces.

represented in the newest addition to FLEXcon's DPM line — DPM Aply 1000. This VBS Supreme product makes use of a rigid film and premium adhesive to facilitate bubble-free label graphics for narrow-web label applications. The design of DPM Aply 1000 provides excellent surface smoothness, making it ideal for

achieving optimum label graphics. The product provides excellent outdoor durability, up to five years.

The rigidity of the film allows for fast and easy label application and provides a greater ability to rework the

label compared with commonly used product offerings. The DPM Aply film is conformable, making it ideal for both flat and semi-compound-curved surfaces. The premium, durable adhesive bonds well to challenging



With DPM Aply, converters and their Outdoor Power Equipment customers can be assured of aesthetically pleasing, bubble-free labels that reflect well on the quality of the product.

surfaces, including low and high surface energy plastics, painted metal, powder-coated paint, polycarbonate, and fiberglass. For optimal converting, this product is backed with a layflat, moisture-stable release liner ideal for sheet-form converting.

DPM Aply 1000 is an excellent choice for durable goods label applications such as brand identification labels and safety/hazard/instructional labels. This FLEXcon VBS Supreme product can accomplish the goal of a bubble-free label application that looks great for the life of the Outdoor Power Equipment product.

For more information on DPM Aply 1000, contact your FLEXcon Sales or Customer Service Representative.

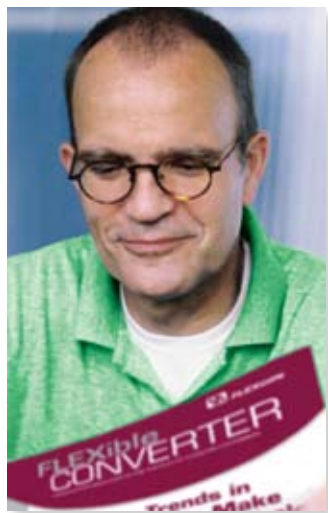
* Registration pending

Thank You for Your Ideas and Suggestions!

More than 100 FLEXcon customers responded to our 2008 readership survey. Thank you for your participation. Your opinions will help shape future FLEXible Converter content, so we can make this publication as valuable and interesting to you as possible.

The survey results included many interesting suggestions regarding content, and some surprises, too. Among the findings:

- the primary reason for reading the FLEXible Converter is to learn about new FLEXcon products
- the feature with the highest rating for interest and value to you is employee promotions/new employee announcements
- other features receiving the highest interest and value ratings are the President's Message; International News; and summaries of FLEXcon presentations at trade events
- more than 70% of respondents would be willing to receive an electronic version of this publication in place of the printed version.



Suggested new topics include what FLEXcon is doing to be more "green"; technical info on adhesive types and substrate material properties; and case studies demonstrating how a new FLEXcon product was used and how it was beneficial.

Each customer participant who completed the survey received an appreciation gift from FLEXcon (a candy-filled FLEXcon coffee mug), and had their name entered in a random drawing for one Apple® iPod® Touch. The drawing was held on June 12, 2008. We are pleased to report the winner was Mary O'Reilly, Purchasing Manager at Dura-Tech in Raleigh, NC. Congratulations, Mary!

Thank you to all FLEXcon customers who took the time to participate in our survey. Please keep in mind that we always welcome your suggestions regarding the FLEXible Converter, whether in a survey, a letter, an e-mail, or a conversation.

* Apple and iPod are registered trademarks of Apple, Inc.

We Hope to See You at These '08 Trade Shows

FLEXcon has mapped out its trade show itinerary for autumn 2008, and we are going to be busy!

If you will be at one or more of the following events, we hope you will drop by to see us. Trade events are great opportunities for FLEXcon representatives to meet with you and discuss your application challenges.

FLEXcon will be exhibiting at:

Labelexpo Americas
September 9-11, 2008
Donald E. Stephens Convention Center
Chicago, Illinois, USA

Labelexpo Americas is the largest event for the label, product decoration, web printing and converting industry in the Americas. It is the event where label converters from across the Americas come to see new technology, source new suppliers, and buy new machinery. FLEXcon will be exhibiting at Booth 1311, and will be highlighting our product solutions for the full range of label applications, from warning/instructional labels to product identification/nameplates.



We are honored to note that Neil McDonough, FLEXcon President and CEO, is the 2008 winner of the Label Industry Global Awards "R. Stanton Avery Lifetime Achievement Award" and will be presented the award at the September 9 Gala Dinner at this year's Labelexpo.

For more information on Labelexpo, please visit www.labelexpo-americas.com.



In-Store Marketing Expo (ISME)
November 12-14, 2008
Las Vegas Convention Center
Las Vegas, Nevada, USA

ISME is the premier educational conference and exposition for the in-store marketing industry. In addition to seminars, the exhibit hall will feature hundred of in-store supplier pavilions targeted to packaging, digital signage, on-demand & digital printing, retail media, and P-O-P design. At FLEXcon's booth, we will highlight the complete range of FLEXcon products that can enhance full product branding. We will showcase our solutions for window advertising, carpet and floor advertising, P-O-P displays, and more. In addition, FLEXcon's Mike Chevalier, New Business Development Manager, and Jodi Sawyer, Product Manager, will provide a "What's New Theater" presentation on Friday, November 14, at 1:15 pm. Mike and Jodi will focus on the latest in innovative magnet-receptive technology that provides the canvas for eye-popping, easy-to-change, large-format graphics that will transform retail spaces into branded zones.

For more details on this year's ISME, visit www.instoreexpo.com.

Trade shows offer a fabulous opportunity for customers to discuss application challenges, product offerings, and market developments with FLEXcon representatives.

FLEXcon will be attending:

SGIA '08
October 15-18, 2008
Georgia World Congress Center
Atlanta, Georgia, USA

SGIA '08 is billed as a hotbed of new ideas, applications, and markets for specialty imagers, particularly those who focus on digital and screen printing. Exhibitors at this event will showcase the fastest, widest, and highest quality technology available today, for applications ranging from P-O-P to outdoor advertising, to fine art, to nameplates.

For more details on this year's SGIA event, please visit www.SGIA.org.

TLMI Annual Meeting
October 19-22, 2008
The Breakers
Palm Beach, Florida, USA

We will attend the Tag and Label Manufacturers Institute (TLMI) annual meeting as the organization marks its 75th anniversary.

Graph Expo
October 26-29, 2008
McCormick Place South
Chicago, Illinois, USA

Graph Expo bills itself as the most comprehensive prepress, printing, package printing, converting, mailing, fulfillment, and digital equipment trade show in the Americas.

For more information on this event, please visit <http://graphexpo.gasc.org/>.

Pack Expo International 2008
November 9-13, 2008
McCormick Place
Chicago, Illinois, USA

This event showcases the latest innovations within the packaging supply chain, including packaging and processing machinery, containers, materials, services, components, converting machinery, and more.

For more information on Pack Expo, please visit <http://my.packexpo.com>

So, there you have our autumn itinerary. If you are planning to attend any of the events, we would like to get together with you to discuss your applications and explore how FLEXcon's products and capabilities can contribute to your application success.

We hope to see you!

People on the Move



Ken Koldan – Named New Business Development Manager, Product Identification Business Team

Ken joined FLEXcon in April 2008, and will focus on providing FLEXcon's expertise and product solutions to design engineers and economic buyers within the Consumer

Electronics, HVAC, and Appliance markets. Ken's focus on increasing awareness of FLEXcon's product solutions and know-how should provide new opportunities for FLEXcon customers who serve those markets.

Ken comes to FLEXcon from Motorola, Inc. where he served as Director of Business Development and gained extensive experience in strategic planning and new market development.

Ken holds an MBA from Keller Graduate School of Management at DeVry University as well as a Bachelor of Science degree in Electrical Engineering from the University of Illinois. He also holds Project Management Professional certification from the Project Management Institute.



Rik Goessens – Promoted to Sales Manager Designate, FLEXcon Europe

In addition to fulfilling his previous duties as Regional Account Manager, in his new role Rik will supervise several FLEXcon Europe Account

Managers for The Benelux, Southern Germany/Austria/Switzerland regions.

Rik began his FLEXcon career in Customer Service, and progressed to external Sales and Account Management, where he has earned respect from his customers in The Benelux, Germany, and Scandinavia and his FLEXcon colleagues worldwide. His experience and success in these areas has prepared him well for his new role.

Rik is completing his evening studies in the field of Sales Management.

June 2008 Session

Customer Seminar Participants Explore PS Film and Market Opportunities

How can pressure-sensitive films and adhesives help you grow your business?

FLEXcon's Pressure-Sensitive Films, Functions & Opportunities Seminars are the place to find out, as was learned by the participants in our June 17-19, 2008 session at FLEXcon headquarters in Spencer, MA.

The keynote presentation featured Bill Briggs, Enterprise Supply Base Manager – Labels/Decals for John Deere. Bill provided attendees with valuable insights into a major OEM's use of, and requirements for, materials used for branding, safety & hazard, and other decal/labeling requirements. Bill described his company's written specifications for label, ink, and adhesive performance, their standards for supplier performance, and the company's use of FLEXcon products.

Participants were enthusiastic about their experience at the entire June session:

"Very well done. Moved quickly enough to keep everyone's attention. Helped to reinforce the knowledge that I currently have, and taught additional information not previously learned." Gordon Vance, VisionMark, Inc.



Participants in the June 2008 session represented 23 companies from throughout North America.

"This event really speaks volumes about the way FLEXcon takes care of its customers." Juan Munoz, Electronic Imaging Materials.

"Great seminar and a great experience getting to know the team at FLEXcon. Amazing facility/campus and amazing people." Robert F. O'Sullivan, Topflight.

During the comprehensive, two-and-a-half day technical seminar, participants expanded their knowledge of the benefits that pressure-sensitive films and adhesives can provide to converters and others. We examined each layer of the pressure-sensitive film construction, looking closely at how the topcoat, substrate, adhesive, and liner each play a critical role in the ultimate success of an application. Attendees toured our R&D and Application labs to learn more about our test procedures, viewed our ISO-certified, process-controlled manufacturing operation,



Bill Briggs

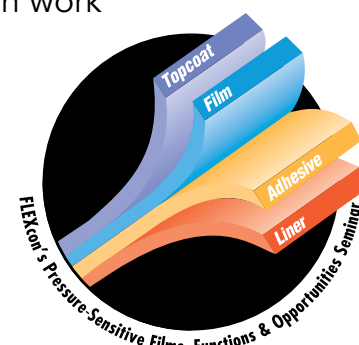
and obtained information on FLEXcon's product development process. They learned the advantages of using pressure-sensitive films over other competing technologies, and had an opportunity to network with other industry professionals.

Are you interested in attending a Films, Functions & Opportunities seminar?

Our next session is scheduled for September 16-18, 2008 and spaces are limited as they are filling up fast. You can register for this or future seminars through your FLEXcon Sales Representative, or by contacting Lynda Riel at 508-885-8479, lriel@FLEXcon.com

Whether you are a sales representative, purchasing manager, R&D specialist, company president, or other professional in our industry, FLEXcon's Films, Functions, & Opportunities seminars will provide you with insights about new markets and opportunities that can help you grow your business. The seminars are just one way your company and FLEXcon can work toward mutual success.

We hope to see you at a future session!



Film Review

New DPM® CVE Offers a Cost-Effective Alternative to Polycarbonate Overlaminates

FLEXcon is pleased to introduce DPM CVE, a new addition to our DPM line. This VBS Better product is a UV resistant velvet embossed polyolefin film overlaminate for outdoor durable labels. It offers the velvet textured finish and performance of traditional polycarbonate overlaminates, at lower cost.

DPM CVE is coated with a permanent acrylic adhesive that, like the film itself, offers excellent UV resistance. The product is backed with a 71 lb clay coated release liner for increased smoothness and flow-out of adhesive.

This overlaminate product is designed to increase the life of nameplate/brand identification and warning/instructional labels in a number of markets including Hand Tools, Power Tools, Heavy Equipment, Industrial Caution & Warning, Outdoor Power Equipment, Sporting Goods, and Automotive Exteriors.

In addition to providing two-year outdoor durability, the embossed film helps to eliminate glare while increasing readability of durable caution/warning labels.



For more information on DPM CVE and FLEXcon's entire line of DPM products for durable product labeling, contact your FLEXcon Sales or Customer Service Representative.

DigiPRO® PRIME™ is a "Primo" Product for HP Indigo Presses

FLEXcon is pleased to announce a new line of film products for prime label printing on Indigo presses — DigiPRO PRIME. This line of products is specially engineered for narrow web HP Indigo presses, providing an exciting new option for prime label applications in markets such as Health & Beauty, Pharmaceutical, Household Chemical, and Consumable Products.

DigiPRO PRIME, a VBS Value product, is offered in clear and white.

This product line offers the highest level of digital printability. In addition, the high performance acrylic adhesive offers excellent clarity and wet out as

well as excellent adhesion to low surface energy materials.

DigiPRO PRIME's base film provides a level of flexibility that allows large-panel prime labels to be applied without darting and wrinkling during application. For ease of converting, the products are available with FLEXcon's TRACrite® 120 or 44PP release liners.

Need it fast? DigiPRO PRIME is available in Quick-Ship (60" master rolls) for quick delivery.

For more information on DigiPRO PRIME, contact your FLEXcon Sales or Customer Service Representative today.



FLEXcon's Thermal Transfer Products Now Available in Pre-Slit Rolls

FLEXcon is pleased to announce that its most popular high-performance product offerings for thermal transfer print technology are now available in pre-slit rolls. The products are: COMPUcal® EXCEL™ 21440, COMPUcal EXCEL 22440, COMPUcal EXCEL 10442, THERMLfilm SELECT® 21940, THERMLfilm SELECT 22940, and THERMLfilm SELECT 10852.

These VBS Better thermal transfer printable products are UL-recognized, and offer proven performance for harsh environment labeling, with resistance to smudging, abrasion, and many other environmental factors. The products are the best in the industry for high-deposition printability and high-definition barcode printing.

The products are available in 4 1/2" and 6" slit widths in both matte and gloss topcoats, on a 3" core. We offer a low three-roll minimum order. Order quantities can be as small as three 1,668' rolls.

This pre-slit offering allows you to reduce your warehouse inventory and save on costs when you need less than whole-web widths. In addition, by taking advantage of the pre-slit program, you can reduce shipment lead time to same day when the order is placed before 2 PM (EST) and the next business day when orders are placed after 2 PM (EST.)

For more information on our pre-slit thermal transfer products, contact your FLEXcon Sales or Customer Service Representative.



TechTips

FLEXcon's Application Checklist: Creating the Best Product for You

When FLEXcon sets out to recommend or create a product for an application, we want to make sure that you get the best possible construction. Your input is an invaluable part of this process.

That's because you understand the application's converting and end-use requirements better than anyone else.

You can help your FLEXcon Sales or Business Team Representative understand all of your particular application needs so that we can provide the best product to meet your customer's request and help you lock in business. Our process involves asking a series of questions to get at the heart of the end-use and converting requirements.

The answers to these questions can play a dramatic role in the ultimate success or failure of the application. For example, if a customer tells us that they want an opaque white vinyl with a removable adhesive, we can provide a wide range of potential options,

Your answers to the Checklist questions help us fine-tune our product recommendations

some of which may or may not succeed depending on the application. But, if we know that a customer is looking for a 4 mil opaque white vinyl for an outdoor floor graphic application that will be adhered for three weeks and then needs to remove cleanly, we can provide a solution that is tailored to meet those specific needs.

Simply put, the more comprehensive your answers, the more accurate the solution. For this reason, FLEXcon has developed a Customer Application Requirement Checklist. These questions allow us to fine tune our product recommendations. By cutting down the design-to-product timeframe, you can respond to your customers with quicker, more accurate information. This helps you to add value to the services you provide to your customer



To define your needs, FLEXcon's Customer Service employee will ask you a range of questions, from how the label will be converted to what environmental factors it will face in end use.

You can also use the checklist questions to guide your use of the Customers' Corner section of FLEXcon's website. For example, if you have an idea of the checklist answers for your application, you can do some preliminary

research in the My Pricing and VBS Products e-tool before discussing your application in more detail with your FLEXcon Customer Service or Technical Service Representative.

During that discussion, we will probe the application details in more depth, to see whether a VBS product or Custom product will best meet your needs.

Understanding the actual end-use of the product is critical to determining which pressure-sensitive material FLEXcon will recommend. Specific environmental exposure questions will aid us in determining what you need to create an enduring label or graphic. Certain under-the-hood applications require labeling which will withstand the heat of an engine block, while a primary label for a bottle of beer may need to pass both pasteurization and ice chest tests. Personal care labeling may need to withstand the challenging shower environment, and yet remain fully squeezable for the life of the product.

Indoor versus outdoor use can have a significant bearing on the adhesive and film selection as well. A pressure-sensitive film construction that is designed to do well on the wall of a temperature-controlled store in New York will very likely fail if you use it in the humid bayous of Louisiana on a boat, since outdoor applications may

be exposed to UV light, high humidity, or significant temperature variations.

Any one of these factors can make the difference between an application's ultimate success and failure.

How the label is dispensed is another prime consideration, especially with regard to liner selection. A product that will undergo high speed automatic dispensing may need a different adhesive/liner/film combination than one that will be hand dispensed. Even the size and shape of the label may influence our recommendation.

Key questions include where the label will be used and how it will be dispensed

Likewise, adhesive questions run the gamut. Does the application need to be permanent, as

in the case of a product identification label? Perhaps it should be permanent/removable, such as for a floor advertising graphic. In this case, the application often

demands that it be cleanly removable. Or maybe a cling vinyl window graphic with no adhesive is the best solution.

Adhesive questions also focus on the type of surface to which the application will be adhered. The surface material, cleanliness, and smoothness must all be considered.

For example, is the

surface glass, polyester, galvanized steel or powder coated paint? Is the surface smooth or rough? Curved or flat? Dry or moist? Or perhaps you are looking to adhere to something



Before recommending a VBS or Custom product, a Customer Service Representative will collect all critical details about your application.

How the material will be converted is also critical

composed of Teflon, wood, polypropylene, foam or fabric. Each presents its own unique challenges. Similarly, what are the bonding expectations? Must the bond be immediately permanent, or is short-term repositionability required?

The expected life of the label or graphic must also be taken into account. A short-term trade show

(Continued on page 8)

graphic will not require the same durability as an exterior rating plate that is expected to survive extreme weather conditions. Films are available for everything from short-term indoor use to long-term outdoor applications, including overlaminates to extend graphics durability and longevity.

The intended appearance of the application is a significant issue in regard to film selection. Does the application call for a clear or colored label, or does it need to be translucent or opaque? Each of these factors plays a role.

Some labels or graphics may need to meet state, federal or industry specifications. In these cases, you might be asked to provide specific regulatory requirements. For example, a label for a piece of electronic equipment may be subject to requirements set by the Canadian Standards Association (CSA) or Underwriters Laboratories (UL).

If the application will come into direct or indirect contact with food products, it may face scrutiny from the Food and Drug Administration (FDA). Military, automotive, pharmaceutical, non-slip and child safety standards are among the many different industry requirements that a label or graphic may face.

One of the first considerations for any product selection involves knowing how it will be converted -- roll, sheet or roll-to-sheet. When we understand the conditions that the material will face, we can better align your needs with a particular film, adhesive, topcoat and liner combination.

Any pre-press converting requirements must be addressed. The printing process is also critical to choosing a film and topcoat. This allows us to match the proper film and topcoat (and in some cases, liner) to the printing method. This could be anything from flexo, to letterpress, to hotstamp, to web screen. No one product will satisfy each and every method. This is especially true with the rapidly expanding market for variable information processing. Digital printing methods, including inkjet, thermal transfer, and digital offset each have their own set of requirements. The same may be said for thermal transfer, laser, and dye sublimation.

The printing discussion follows logically into questions about ink selection. Whether you are using UV-cured, water or solvent-based inks, we have a product to meet your needs. We must also know when an overlaminate or overprint varnish will be used, as well as printing specifics such as how many colors, passes and registration requirements need to be met. Even

Delivery and packaging requirements should also be factored in



Prsrt Std
US Postage
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Permit No. 2
Worcester, MA

printing on the liner should be identified where intended.

Knowing this information can make all the difference between an application's success and failure. Non-printing converting requirements, too, play a part here. We need to understand if the application will involve back slitting, rewind, perforation or diecutting.

Storage time may also be examined. For example, will the product be stored in inventory before being converted? If so, for how long and under what conditions? A product that has been corona treated may lose its surface energy if stored for an extended period of time. Similarly, a calendered vinyl may experience plasticizer migration. Both of these scenarios

can have a negative impact on the film's printability.

To ensure that we provide you with the best service, we will also ask about any particular delivery requirements you may have. If you are scaling up an existing application, for example, your timing needs may be very different from someone who needs to create a product immediately to lock in a

particular piece of business. FLEXcon can produce and ship a Custom product construction within five days.

And when it comes time to ship the product to your loading dock, we want to make sure that it is packaged to your specification. Your product format, unit size, tolerances, packaging and labeling needs are important to this process.

By taking the time up front to understand all of your application requirements, we can offer you a product that will ensure application success and reduce the potential for problems and project failure. Working together as a team to determine the converting and end-use needs, we cut down on the design-to-market timeframe, we enable you to provide your customers with the best product for the application, and you have the opportunity to lock in business and improve your bottom line.

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