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A NOTE FROM STEVE ROGERS

Customer Service. What is it and where has it gone? Anchor Plastics has always taken pride in its exceptional Customer Service Department, but hearing recognition from a customer is always appreciated. Approximately a year ago, during a meeting with one of my customers, I was given the best compliment I had received in years. I was told that Anchor is the best supplier she had ever had. I was so ecstatic about the compliment because being the best supplier to such a large company was such a high honor, especially when you consider the company's requirements.

My ego was in overdrive. I asked, "What makes Anchor Plastics your best supplier?" I contemplated the various reasons, our excellent engineering staff, material expertise, or maybe it was our vast knowledge in tooling. You can imagine the look on my face when her response was, **"Because you always return my calls."** I remember waiting for her to say something else, but nothing. I realized something that day, communication is imperative to understanding your customer's requirements and the key to developing a successful working relationship.

These same principles hold true to your suppliers. If you communicate with your suppliers about their performance, you are more likely to be happy with their services. It is important to confront your

supplier if they are not meeting your expectations. Little or no improvement lets you know as a customer that they lack the necessary skills to complete the job or they may not value your business.

However, as we all know, Murphy's Law can go against us. I would love to tell everyone that we are 100% perfect but, unfortunately we are not. We strive for excellence, to be the best supplier we can be. **Occasionally we come across a problem, and at that time, more than ever, we understand that communication with our customer is essential.** It is the difference between being a great supplier and a lousy one. My father taught me that it is important to contact a customer immediately when a problem arises. This gives them the opportunity to plan for any delay they may experience and make any necessary changes with their customer.

I hold very high expectations of myself, my employees, as well as my suppliers. I expect my customers to hold me to just as high expectations. When someone goes above and beyond and does an excellent job, I make sure to let them know. The same holds true to someone whose performance I am disappointed in. As an engineer once told me, "Always judge someone by the do-say ratio." The do-say ratio is the amount of work someone does versus the amount

of work the person says they do. You always want someone who does more than what he says he does. Those are the people who will go the extra mile, the ones that you don't have problems with, or when you do, they are quick to respond.

Some of you may be thinking this is all common sense, but take a moment to think about the last time you took a moment to compliment someone. We are always quick to criticize, but slow to compliment. I am not implying that we should compliment someone for doing their job because that is what they get paid for. However we should compliment someone who does their job well.

I would like to thank all of my suppliers for working hard and providing us with great customer service year after year. Anchor couldn't have made it through this last year without your help. **We would like to thank all of our suppliers for their support.** Anchor would like to give a special thanks to Arrow Cryogenics, Entec Polymers, Slingshot Plastics, Ashland, Phillips Plating, UPS, and Uline.

Steve Rogers
President



BIRTHDAYS AND ANNIVERSARIES

January

- 8th - Brandon Johnson's Birthday
- 16th - Scot Sorenson's Birthday

February

- 10th - Kathy Coan's
7 Year Anniversary

March

- 2nd - Carly Sparpana's
1 Year Anniversary
- 2nd - Chad Marten's
1 Year Anniversary

TIPS FOR WINTER DRIVING

'Tis the season for snow and ice, slipping and sliding... and winter driving. Now is the time to get your car tuned up. Get your brakes, battery, fluid levels, and exhaust system checked. Make sure your heater and defroster are in good working order and replace your wiper blades. Get ready for snow with antifreeze and winter weight oil. Carry emergency supplies – hat, gloves, sand, salt, shovel, snow scraper, booster cables, blankets and a flashlight.

If you are out driving and the going gets tough, turn back or seek refuge. If conditions do allow you to drive, start by giv-

ing yourself extra time. Extra time will reduce stress by allowing you to drive slower, and you won't feel like you're in a rush. Going slower is the key to safe driving on slippery roads, and it's pretty hard to go slower when you're in a race with the clock.

The biggest hazard of winter driving is slippery roads. Remember how far it takes to bring your car to a stop on dry pavement? In winter conditions, allow at least 3 times that distance to avoid skidding and reach a full stop. This means you should begin braking 3 times as far away from the stoplight or corner where

Did You Know...

- The plastics industry is the third largest manufacturing industry in the United States, providing significantly to the nation's economy.
- The U.S. plastics industry employs more than 1.1 million workers.
- The U.S. plastics industry creates \$379 billion in annual shipments.
- There are nearly 18,500 plastics facilities in the United States.
- The U.S. plastics industry had a \$10.9-billion trade surplus in 2007.
- Since 1980, U.S. plastics industry shipments have grown 3.4 percent per year.
- Over the past 26 years, productivity in plastics manufacturing has grown 2.3 percent per year, which is faster than productivity growth for manufacturing as a whole.

... Tips for Winter Driving continued ...

you plan to turn. You can reduce the danger of skidding by driving more slowly and by pumping the brakes as you slow down rather than holding them down.

Increase your following distance. Under normal conditions, you should maintain a following distance of at least 2 seconds (more if you are driving a vehicle larger than an automobile). In winter driving conditions, your safe following distance should be increased to at least 6 seconds.

If in spite of your precautions you find yourself beginning to skid, do not brake.

HYBRIDS HELPING PLASTICS INDUSTRY

At the North American International Auto Show in Detroit, the air was a bit cleaner this year. Normally, car introductions at the auto show comes with the scent of exhaust and burning rubber. In 2010, however, the auto show hummed and beeped as carmakers introduced both production and concept hybrid and all-electric vehicles.

Hybrid and electric cars outnumbered standard internal combustion engines — even without including the small electric cars in the auto show's Electric Avenue area. Nationwide, all hybrid sales in 2009 were up 48.6% over the same time period in 2008, showing a rise in the popularity of these vehicles by American drivers.

While automakers, suppliers and analysts say the standard engine is not going to go away any time soon — with hybrids and electric cars making up just 10 percent of the market by 2020 — the industry is venturing into a new electric world, and plastics suppliers are part of a global study that will determine where their products will play a part.

"This is going to open up some areas that we currently don't work in as it evolves, and it's still evolving," said Jeff Helms, global automotive manager for Ticona Engineering Polymers.

Many of the specific details of the new electric cars and the materials used on them will not appear until the

cars themselves hit the market later this year. But, in general, plastics will play key roles from inside the battery pack to the electric motor high-energy cables, converter motors, plugs, electronic control units and their housings and even the charging station where owners will hook up their cars to top off the batteries.

Just within the electric motor, DuPont Co. engineers estimate, more than a dozen different resins could be used, from nylon to liquid-crystal polymer and polyethylene naphthalate.

Some of the new business will build on existing parts. "Liquid cooling systems within the lithium-ion battery pack, for instance, will use the same types of coolants now used in radiator systems, so plastics now used on radiator end tanks make a perfect fit for pipes and ducts inside the pack," said Terry Cressy, executive manager for original equipment manufacturer accounts at DuPont Automotive Performance Materials.

An electric hybrid car has even more need for plastics since the materials appear on existing engine applications as well as electric power drives, Cressy states.

Currently Anchor Plastics is working with a major electric car manufacturer in the hopes of a possible redesign of their components in the future.

EMPLOYEE SPOTLIGHT

Anchor Plastics, Inc. is pleased to spotlight **Carly Sparpana** as the company's Marketing Coordinator.

Carly came to Anchor in March of 2009 while she was still a senior at the University of Minnesota - Twin Cities. At the time she was hired on as a part-time intern, but was offered a full-time position as Marketing Coordinator when she graduated in May of 2009.

Carly graduated from the U of M with a major in Professional Strategic Communication and a minor in Management through the Carlson School of Manage-

ment. While this is her first full-time position, she has had two marketing internships in addition to

Anchor Plastics at Charter Communications in St. Cloud, MN and Vibrant Technologies in Minnetonka, MN.

Carly will be handling all of the marketing tasks and running the company's website. "I have really enjoyed the work I have done so far, and look forward to continuing with this company in the future," says Sparpana. "It is a good place to work, but the people are what make it great."





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"I'll be your guide for the Plant Tour.
No photos or helpful suggestions permitted."

... Tips for Winter Driving continued ...

Instead, take your foot off the accelerator and gently turn your car in the direction you want your front wheels to go. Hitting the brakes or turning sharply will only lock you into a skid. If you can't get control of your car it is better to steer into a snow bank or fence than to risk a collision in traffic.

Visibility is another big hazard of winter driving. In heavy snow, keep your lights on. Stop and clean your windshield and lights if necessary. Prior to taking off on your trip, let your car warm up so condensation will not freeze on the inside of windows.

Remember that bridges and overpasses freeze before road surfaces. Freezing air circulating above and below the bridge causes ice to form more rapidly than on a surface that has freezing air above and warmer ground below.

Cruise control can be a helpful and convenient feature, but it can also be a deadly menace during winter driving conditions. Cruise control takes the control of your vehicle away from you because it can accelerate or change gears by itself and cause your tires to lose traction. Cruise control can cause an almost instant loss

of control when you hit a slick area of pavement.

If you get stuck in snow, avoid spinning your wheels - you'll only dig in deeper. Instead, shovel snow away from the wheel paths and pour salt, or sand (remember that winter safety kit) around the drive wheels to improve traction.

If a storm traps you in your car, pull off the road, set hazard lights to flashing, and hang a distress flag from the radio antenna or window. Remain in your vehicle; rescuers are most likely to find you there. Conserve fuel, but run the engine and heater about ten minutes each hour to keep warm and crack a downwind window to prevent carbon monoxide poisoning. Turn on the inside dome light so rescue teams can see you at night, but be careful not to run the battery down. Do not set out on foot unless you see a building close by where you know you can take shelter.

To sum up: keep your car or truck in top shape, allow extra time and space on the road, and listen to the weather forecast - sometimes the best winter driving strategy is to stay home.

- RJF Agencies, Inc.

Cooking Corner



... with featured chef: Chad Martens

Recipe For: The Bachelor's Last Supper

| Ingredients: | Directions: |
|---|---|
| 1 Boneless Skinless Chicken Breast per Person | 1. Cube the chicken breast and fry until fully cooked. |
| 1/2-1 Cup of Rice per Person | 2. Cook rice as per the instructions. |
| 1 Bag of Frozen Vegetables | 3. Cook frozen vegetables. |
| Seasoning (optional) | 4. Upon completion of above items, mix all in a large bowl. |
| | 5. Season to your preference. |
| Yields as many or as few as needed | |