Injection Section

A Note From Steve Rogers

Welcome to Spring! It has been a long awaited and hopeful season. Over the last couple of months I have noticed a positive shift in attitudes about the economy. There have been a lot of entrepreneurs contacting us with great new ideas and business opportunities. We have already seen a huge increase in sales from last year. If first quarter growth is the precedent for 2010, there is no doubt we will beat our 2008 sales numbers. We believe this is a result of the hard work and dedication to exceeding our customers' expectations that we demonstrated in 2009.

Anchor is able to exceed our customers' expectations through our excellent engineering capabilities. Our engineers understand that the first step in the engineering process is to fully understand the product's application. During this stage it is important to ask many questions and gather as much information as possible. We ask ourselves the following questions: Why does the customer want it this way? Is their part design moldable? Is the final design the best possible design? Does it minimize runner size so we minimize material waste? Why did they choose that material? What agency's approval do they need? These are the types of question that assure us that we are completing the project to the best of our abilities.

The next step in the engineering process is to garner a complete understanding of all of the components that go into the product's design and its application. We offer a complete design review to engineers to ensure that the final product design is done right the first time. This is a free service that we offer to all of our customers. There is no obligation to use our design ideas, this is just one of the many services that differentiate us from other suppliers.

During the design process we find it can be useful to have an SLA Prototype made. We are very fortunate to have a SLA company near our location to work with. For very little cost, we can take a 3-D model and have a prototype made from it in about a week. This allows us to work with the customer by reviewing the product and make any necessary design changes prior to having the tooling built.

Material selection is also very important in the engineering process. Anchor has an extensive knowledge base of materials and has the ability to work closely with suppliers to determine the best material for the application. If our customer is unsure of the best material for their product we can offer suggestions. One of the most important questions I find myself asking customers is, "Why did you choose that material?" More often than not the response I receive is that's the material they used on their last project and it seemed to work okay.

We try to stress the importance of choosing off the shelf brands vs. specialty brands. The material markets have been struggling to handle the current demand and specialty brands are especially difficult to get. If you are designing a part, please make sure that you investigate all materials before you decide to get a specialty compounded material.

Tooling doesn't have to be expensive if you consider a few basic principles when determining what your customers want. We figure cavitations, steel requirements, cooling systems, hot runner systems and a host of other variables that go into designing the correct tool for the application. For example, if you know that you have a high volume part it is important to be sure that the tool is able to withstand high wear areas. For smaller run quantities, a less expensive option is a MUD set. Anchor has taken the time to develop a diverse supplier base that includes both domestic and foreign sources.

Understanding our customer's objectives, design review, material selection, and the right tooling for the application is really the key to being successful in the injection molding business. Anchor prides itself on being an engineering company that specializes in plastic injection molding. This has been a tradition for over 42 years and that is what will keep us successful for another 50 years. Engineering is the key to a successful product. It all starts by listening to the customer.

Thanks for your continued support and I look forward to working with all of you in 2010.

Steve Rogers
President

Birthdays and Anniversaries

April

4th - LaRae Rogers' Birthday
9th - Dianna Brooks' Birthday
16th - Marie Borgen's
1 Year Anniversary
26th - Bobby Lopez's Birthday

May

2nd - Tracy Barr's Birthday
11th - Chad Martens' Birthday
11th - Bobby Lopez's
4 Year Anniversary
11th - Steve Rogers'
12 Year Anniversary
31st - Greg Rogers' Birthday
31st - Matt Johantgen's Birthday

June

18th - Jim Boggess' Birthday
24th - Tony Boire's
2 Year Anniversary

4th of July Shutdown Week

In keeping with company traditions, Anchor Plastics will be closed starting at noon on Friday, July 2nd and reopening at 8:00am on Monday, July 12th. The last day of shipping and receiving will be on Thursday, July 1st and will resume on Monday, July 12th. Thank you!

Anchor Featured in US Executive Journal

Congratulations are in order for Anchor Plastics, Inc. and President Steve Rogers. In early April, Steve was contacted by an editor at the US Executive Journal to be featured as a manufacturing case study in the publication's summer edition.

US Executive Journal is a nationally recognized trade publication with a readership of over 250,000 C-Level executives across the United States. It is published and distributed in both print and digital format.

Readership consists of leaders of the corresponding business sectors they cover, including construction, manufacturing, energy & power, healthcare, technology, food & drink, hospitality & gaming, media & entertainment, mining & exploration and supply chain.

Using the case study method, they provide some of the most detailed insights on the fastest growing companies throughout North America. Each issue delivers a unique approach of capturing the end to end business experience including supply chain successes and challenges.

Anchor is going to be featured as a lead corporate case study and the article will highlight areas such as product innovation, operations, and strategic partnerships.

When originally proposed to Steve, Anchor was almost passed up on because it did not meet the standard $5,000,000+ in yearly sales that all previous case studies had met. However, after a lengthy conversation with Steve and finding more information about Anchor Plastics, the editors at US Executive Journal decided that Anchor's achievements and growth in the last 40 years in addition to its high commitment to customer involvement and satisfaction would make a perfect lead study.

The article will be in full color and is expected to be 8-10 pages in length. The issue will be released this summer and can be accessed through Anchor's website once published.

Milwaukee, WI
April 7-11, 2010

Congratulations to Kathryn Tietz of the University of Northern Iowa and Justin Shatto of the University of South Dakota; they are both recipients of the 2009-2010 Anchor Plastics Scholarship Award at this year's Pi Sigma Epsilon National Convention.

These $1,000 each scholarships are sponsored by Anchor's president Steve Rogers and are given to students who exceed their capability in their chapter, their college and their community.

Pi Sigma Epsilon is the only national, co-ed, professional fraternal organization in sales, marketing, and management. It's mission is to develop the sales and marketing skills of its members through lifelong opportunities.

Manufacturing in Mexico

Anchor Tool & Plastic, Inc. is the sister company of Anchor Plastics, Inc. Located in Nogales, Sonora, they are 90 minutes south of Tucson, Arizona. This plant was built in 1998 to meet customer demands in Mexico. Many of Anchor's customers have manufacturing plants in Nogales, and Anchor is able to meet short delivery lead times (J.I.T.) as well as extremely low shipping costs.

Production runs at this location are typically long run with focus on secondary operations, part decorating such as pad printing, and assembly. Anchor Tool & Plastic, Inc. has over 100 employees and runs production 24/7. Other key points of the Nogales operation include a QS-9000 quality certification, tool-room capability and returnable packaging.

Anchor has been very successful since the implementation of their Nogales division with sales in 1998 of $3,000,000 to sales in 2003 in excess of $12,000,000. Anchor credits their success to working with Class A customers, Class A suppliers, employing highly trained individuals, working with engineering grade materials and using the most innovating processes, equipment and technology available.

To find out more information on Anchor Tool & Plastic, Inc. you can visit their website at http://www.anchor-tp.com.

Employee Spotlight

Kathy Coan joined Anchor in February of 2003 as the Sales Coordinator for both of Anchor Tool & Plastic's facilities in Minneapolis, MN and Nogales, Mexico. In 2005, with business growing in both locations, Kathy chose to support the Nogales operation and a new position was created for a Minneapolis Sales Coordinator. With the Minneapolis branch being purchased by Steve Rogers in 2007 and renamed Anchor Plastics, Kathy acts as a liaison between the two facilities.

Kathy is the main contact for all customer communications for the Nogales operation. She interfaces with Purchasing, Quality, and Engineering with all of the Nogales automotive customers and makes monthly customer visits with Anchor Tool & Plastic's President, Ron Rogers.

Currently, Kathy processes all of the Nogales customer purchase orders, and orders the raw material and purchased components required. This portion of her job is going to be transferred to Nogales personnel in the near future so Kathy can focus on acquiring new customers and increasing sales.

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AmCon
A Contract Manufacturing Expo

Anchor Plastics, Inc. will be an exhibitor at the 23rd Annual AmCon Expo in May at the Minneapolis Convention Center. Anchor can be located at booth #209 and the dates and times are as follows:

Wednesday, May 5, 9:30 a.m. - 4:00 p.m.
Thursday, May 6, 9:30 a.m. - 3:00 p.m.

Attendee registration is free and can be done via AmCon's website at http://www.amcon-shows.com. Please attend the show to visit Anchor Plastics and meet face-to-face with some of the finest job shops and contract manufacturers from throughout the U.S. and Canada.

Volunteering with Cook for Kids

Anchor Plastics, Inc. believes firmly in giving back to its community. Approximately twice per quarter, employees of Anchor donate groceries and their time to the Greater Minneapolis Crisis Nursery through their Cook for Kids program.

Greater Minneapolis Crisis Nursery is a warm, loving, and safe place where kids get to be kids while their parents take care of a family emergency. The Nursery gives parents a supportive, safe, and non-shaming environment in which to ask for help. During the past 23 years they have provided crisis counseling to more than 20,000 families and sheltered more than 40,000 children.

For this program, teams of 4-6 volunteers plan the children's menu, purchase and donate the ingredients for a meal, cook the meal, serve, eat with the children and staff, and clean-up afterwards. Although Anchor employees have only participated in dinner time meals, the organization offers opportunities for breakfast and lunch time meals as well.

In the Nursery's 2006 fiscal year, 519 individual volunteers plus 248 volunteer teams donated a total of 25,394 hours, the equivalent of 12.2 full-time positions and valued at $445,665. The food donated by their Cook for Kids teams was valued at $56,900.

Volunteering or donating is a great way to give back to your community. We urge you and your friends, family, or coworkers to get involved in any way in your own local communities.

... with featured chef: Bobby Lopez

Recipe For: Bobby's Tater Tot Surprise

Ingredients:	Directions:
1 13x9 Ungreased Baking Dish, preferably glass	1. Preheat oven to 375°.
1 32oz. Bag Tater Tots	2. Cook the vegetables per the instructions on the bag.
2 Bags Frozen Veggies w/Cheese Sauce	3. Tear all of the meat from the chicken.
2 Cups Shredded Cheddar Cheese	4. Once the vegetables are tender, stir in the chicken and mix well.
1 Rotesserie Chicken	5. Spread the mixture into the bottom of the baking dish and add salt & pepper to taste.
Salt & Pepper (optional)	6. Layer the top with tater tots, spread evenly, and sprinkle with the shredded cheese.
	7. Bake for 30-40 minutes uncovered or until the tater tots reach your desired crunchiness.
Yields Approximately 4-6 Servings	