

SOLUTIONS

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Mining Manny's

Mind



The terminology "solids" is a term that is misused constantly in the industry. "The more solids a product has, the better it must be!" is a common error that can affect the purchasing judgement of many buyers. While solids certainly play an important role, they are not, and should not be, the only factor that determines a product's quality. This is especially true for fluorochemicals, where it is **performance** that counts. For example, we are known to have created products that have lower solids and can deliver more punch than higher solid materials. Our feeling, with few exceptions, is that you want as less solids as possible on the substrate that you are treating so that the aesthetics are not affected.



Sylviane Says...

Bonjour!
"Fall has fallen" and the nights and mornings are getting cool already. As I am getting my coats and winter suits from the cleaners, the amount of my bill quickly reminds me that I must treat them with our fabric protectors. Solvent-based **FS-4565B™** for my wool coats and suits, and water-based **FS-7520™** with Soil Release Properties for my cotton and linen blouses and washable sweaters. The beauty of our formulations is that they do not change the feel or the appearance of the fabrics and they don't contain any silicone that attracts dirt and washes away in no time. If you want to offer your customers the highest quality in textile and leather protection, give me a call, and I'll be happy to send you a sample, so you can see for yourself. Au revoir...

FIBER FOCUS

Our Fiber Focus this quarter is **Maria Syrgos**, our Director of Human Resources and Operations. Her position comes with many responsibilities including payroll and accounting, providing employees with appropriate forms and information, ordering necessary supplies and even fixing computer glitches when they arise. In addition to her brains, she also has a great personality. She is extremely pleasant and puts you at ease whenever you are around her. When I approached Maria about writing this Fiber Focus, she said, "I don't know what you can write about me." I think there are many wonderful things we could say about Maria. Unfortunately, I don't have that much space. So, to state it succinctly, Maria is an amazing person and an extremely valuable employee.



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Connie's Corner

Hello again! Last week, I was ankle-deep in export shipping paperwork when our editor Jonathan (a real slave-driver, by the way) dropped by my office to give me a deadline for Connie's Corner.

I looked around me and found my topic: The Wonderful World of Exports!

Did you know that Fiber-Shield exports products to all parts of the world? We have two certified and professionally trained employees who can steer you in the right direction. Those of you who use solvent-based products already know when you ship these types of chemicals abroad by either air or ocean they are considered "hazardous material". They must be shipped in the proper containers, with the proper accompanying paperwork, labels etc. Even the water-based products have a certain amount of paperwork which must accompany the shipment. If you fail to comply, even a simple mistake can cost literally hundreds of thousands of dollars in fines from FAA because they treat each pail or drum in the shipment as a separate offense!

The FAA does spot checks on shipments at all major airports, so it's really important to get these things right. You should always make sure that your shipper has the proper training and that the training is current. This is another way in which Fiber-Shield Industries' customers benefit by having us as their supplier!

Love,
Connie



Message From Michael



Hang on to your hats!! Over the years I have been through a couple of economic cycles where we've had a generally bad economy followed by a recovery. As the recovery approaches you can almost smell it—you can hear and see the telltale signs as you talk to customers and other manufacturers and distributors—I just returned from a professional association meeting recently and at that meeting everyone was talking about **NEW business and NEW products**—It was a pleasure to be there and experience that warm fuzzy feeling that positiveness and confidence gives you—I am confident that the last quarter of '03 and the entire '04 is going to be booming.
Call us— we're ready!!!

Solutions Editor: Jonathan Costanzo