

SOLUTIONS

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Mining Manny's

Mind



Many products out there that are called "waterproofers" are really in effect a sealer or a coating that can be easily worn away. That's where Fiber-Shield Industries comes to the head of the class. Through the use of its unique polymers, **Fiber-Shield products** actually are absorbed and then bond to whatever substrate they were made for. From carpeting, fabric, vinyl and upholstery to wood, glass, metal and masonry we have specific products that bond not just coat and therefore protect better and last longer.



Message From Michael

After reading our newsletter and going online at www.fiber-shield.com, there are a few of our potential customers that think we might sell our own line of products DIRECT. **That is simply not true.** We sell **only the resin that goes into formulations.** It is you, our customer, that formulates and packages and sells to the end user. We go out of our way to keep it that way. And as a company policy, we also keep our customers' identities confidential, so that you are free to use our products as you please without the rest of the world knowing. So, if you are interested in using our product as a "private label" you can rest assured that we will be the only two parties that know for sure.

Solutions Editor: Jonathan Costanzo

WHAT'S HOT

Fabric Protection is sweeping the nation! Over the past couple of years the **fabric protection** business has seen a grand resurgence. Now, we see trousers, shirts and ties all treated with fabric protector at the manufacturer. It's made these garments expensive.

Fiber-Shield has products that can be used in the "after market" to treat less expensive clothing to be as good as their expensive counterparts. So when you plan on having your next "food fight" make sure you treat your clothes with a **Fiber-Shield Fabric Protector.**

FIBER FOCUS

Our Fiber Focus this quarter is Sue Kister, our Bookkeeper. She has been a valued employee for three and a half years now. She is high energy, extremely industrious and bright. She is always willing to assist our customers. In addition to her job duties which include answering phones, preparing invoices, taking orders and providing top-notch customer service, she is also helpful to her coworkers. For example, I have asked Sue for help several times over the years. In fact, she has given me a ride to Fiber-Shield many times and in all kinds of weather. Rain, snow, sleet, hail. Sue handles it all with an unsurpassed ease. She is a competent professional and manages her work-related responsibilities in much the same way. She is our Fiber Focus this quarter and an asset to our company year-round. So, give Sue a call. She is waiting to help you.



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Connie's Corner

Fiber-Shield has been in business since 1979. There have been many changes since then. But, here are a few of those changes that deserve to be mentioned. We are all a little older, a little wiser, Manny's hair is a touch more gray and our product line has grown considerably since those early days. At Fiber-Shield, we look forward to a very successful future. We love dealing with our customers and we enjoy watching their business grow. However, we consider ourselves truly blessed and we do not want to forget the past. To that end, our staff has worked many hours creating a massive library of hundreds of articles and ads pertaining to our business. It is kind of like looking through an old family album. But, these archives are far more than memories. We always focus on research and product development, and our library serves as a valuable source of reference material. It's just another example of how we, at Fiber-Shield, use our years of experience to further assist our customers.

Love,
Connie



Sylviane Says...

Bonjour!

My life is so shielded! Or should I say "Fiber-Shielded"... Stain Protector on my clothes, water repellent on my shoes, carpet and upholstery protector in my car and in my livingroom, glass protector on my car windshield and glass coffee table, sealant and polish on my fiber glass tub enclosure and that's not all; I just bought a new house and the attic will be transformed into a playroom just as soon as it has been treated with **Flame-Shield®** fire retardant and let's not forget the wood protector for the new deck... Gee! It's a good thing I have an employee discount... Au Revoir...