

Converted Products: Mov- ing Forward

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If you ask Chris Gorenc, owner and president of Milwaukee, WI- based Converted Products Inc., why the ISO 9000:2000 certified company recently updated its corporate logo, he'll tell you, "Converted Products, Inc. has grown and advanced its technology and services since 1993. Our new logo is modern, bold and dynamic. The concentric arcs indicate our company's variety of converting services with flexible material and our competitiveness in the global market. The arcs also show movement and dimension, which, along with the bold, italicized typography, reflects our ability to move forward with our technology and services and to provide consistent, quality finished product and customer service."

Converted Products' converting capabilities include laminating, slitting and die cutting. In 2008, the company, which employs 85 people, tallied \$15 million in sales in the U.S. and Europe.

"We take existing nonwoven materials and convert them into a format that our customers can use in their desired markets more readily," said Mr. Gorenc, emphasizing that the company serves the automotive, filtration, medical, absorbents, and wipes industries.

Pointing out that he is seeing many new products in the air and liquid filtration and absorbent markets, Mr. Gorenc said, "When we combine nonwovens, laminating them with other substrates, we create new cutting edge products in that market which enhance their characteristics. We're seeing very good activity in these markets. The 'value added' that we bring to the table—either laminations or the converting into different size units or die cutting into different configurations has given our customers the ability to market their materials more aggressively."

While the absorbent and filtration sectors represent the company's largest growth areas, medical and wipes applications are also healthy. Pointing out that the company was once a wipes manufacturer, Mr. Gorenc said, "We exited that market because our core business has always been the converting of large master

rolls for the nonwovens marketplace. We found to better service our customer base was to stay focused in what we do best. Many manufacturers of wipes come to us either for the slitting of their large master rolls or the laminating of nonwovens to enhance the desired characteristics for which the wipes market is always looking."

On the filtration front, Mr. Gorenc said, "We take different types of nonwovens and laminate those together to create unique filtration products for more stringent applications. As for the absorbents industry, in many cases we laminate nonwovens as well as many different substrates together to create a product that has rapid absorption characteristics, better holding of the product that is being absorbed or to create a barrier so that absorbed products do not leach."

Converted Products' ability to streamline and integrate its converting capabilities into a single pass operation has made it a unique company and much more competitive in the market, according to Mr. Gorenc. "We have become very successful in designing and building the capabilities that allow our company to offer multi-process converting in a single pass configuration. These efficiencies translate into economies for our customers which has been instrumental to our success."

Mr. Gorenc credited new technologies in nonwovens with enabling his firm to work with customers to develop new and unique products for the many markets they service. One of these areas is the environment friendly marketplace.

Finally, Mr. Gorenc said that Converted Products stays abreast of technological advances. "Much of the technology available today wasn't available years ago. When we have a customer come to us for assistance in developing a product for a new application we can offer more than our converting services. Being a resource for products as well as a full service contract converter has led to the successes we are seeing."