



We expect continued strong demand for our medical/biotech products.

INCREASING CUSTOMER VALUE

Expanding our capabilities allows us to solve more customer problems.

Our customer list includes thousands of companies, many of them leaders in their respective markets. Some of these relationships go back decades, for several key reasons. First and foremost, they place a very high value on our problem-solving skills. They also appreciate our broad range of capabilities, which allows them to address many issues with one phone call. And they benefit from our strong supplier relationships, which provides them access to the industry's broadest range of strategic materials. We will continue to work on building our competitive advantages in each of these areas.

The diversity of our customer base is very important to us. With six strategic target markets, we can respond to market changes by allocating resources where opportunities are greatest at any given time. For example, over the past few years we have seen the strongest growth among our medical/biotech and molded fiber packaging customers. So we have focused on enhancing our capabilities and concentrating our sales and engineering resources in these areas.

When you get right down to it, all of our 2014 investments—in facilities, technologies, equipment and personnel—have one overriding goal: increasing the value we bring to customers. That's the driving force behind each of these decisions, and the key to our future growth.



Our solutions bring important benefits to customers and end users, such as automotive components that can make cars lighter, quieter, and safer.