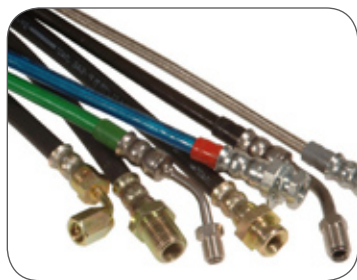


CONNECTIONS

GENERAL RUBBER COMPANY NOW OFFERS BRAKEQUIP SYSTEMS



The addition of BrakeQuip systems at General Rubber Company's Appleton store means the company can now supply Department of Transportation-approved hydraulic brake hose assemblies.



Now your mechanics or maintenance staff can repair or replace brake systems with hoses and assemblies provided by us.

BrakeQuip's brake hose system allows a hydraulic brake or clutch hose to be assembled and tested to safety standards. With this system, General Rubber Company can provide hydraulic brake hose assemblies for most vehicles, including cars, motorcycles, trucks, four wheel drive vehicles, forklifts, cranes, tractors, and trailers utilizing a hydraulic hose mechanism.

For more information on BrakeQuip, please contact us at sales@generalrubber.com or call us at (414) 263-2770 or toll free at (800) 227-5220 for more information.

From the President

BrakeQuip Capability Propels General Rubber Forward



Jack Kacsur

Although brakes are usually associated with slowing down or stopping, the new BrakeQuip hydraulic brake hose assembly capability that General Rubber Company is just introducing (see main article on this page) adds another major dimension to our ability to supply key components

to our customers at often critical times. The result, we hope and anticipate, is that our customers will be able to get the important brake hose assemblies they need, in most cases, the same day or next day! What that could well translate into for them is significant savings in terms of both downtime and operational efficiency – to say nothing about possible wear and tear on nerves.

As you may know, General Rubber Company has been providing hose and hose accessories

in Wisconsin since 1926. We have worked hard to align ourselves with top-notch, quality vendors to allow us to offer customers the right hoses for virtually any application.

Now, through our installation of our new BrakeQuip hydraulic brake hose manufacturing system, we are taking another major step forward in terms of customer service – having on hand what our customers need when they need the items the most. We will be pressure testing each and every assembly we make, and each assembly will be traceable back to us, so we can stand behind whatever we supply as well.

We greatly look forward to making our new brake hose assembly service available to you.

Jack Kacsur, President
General Rubber Company

THIS ISSUE

FROM THE PRESIDENT

BrakeQuip Capability Propels General Rubber Forward

SUPPLIER UPDATE

Hernon Manufacturing Adds Products in Adhesive Line and Dispensers

FOCUS ON

Corrugated Hose Assembly Guidelines

PRODUCT UPDATE

New Products from New Age Industries, HBD/Thermoid, ErgoDeck

General Rubber Co.

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SUPPLIER UPDATE

Hernon Manufacturing Adds to Dispenser and Adhesive Lines

New Autobonder Designed for Reliability

Utilizing its 30 years of dispenser design and construction experience, Hernon Manufacturing has developed Autobonder 2101, the most advanced tabletop dispenser for low-volume production and repair operations. This new design is smaller and lighter and features fewer parts for more reliability.

Autobonder 2101 can dispense a wide-variety of liquids from the lowest (thinnest) to the highest (thickest) viscosity, including an array of adhesives and sealants such as anaerobics, cyanoacrylates, silicones, and epoxies. It can also dispense diverse liquids such as oils, greases, solder fluxes, or paste lubricants.

Operated by a fully grounded foot pedal and included syringe holder, the user's hands are free for cycling and presenting parts. For more precise dispensing, the disposable syringe can be hand held. A wide range of disposable needle sizes is available from Hernon.

The dispenser offers a variety of special features for precision dispensing of all types of materials, including an integrated pressure gauge, variable vacuum control, and an easy-to-use, six-function, digital timer for complete control of the dispensed shot.

Focus On HOSE ASSEMBLY GUIDELINES

Corrugated Metal Hose Assembly

For hose assembly applications that require temperature and/or pressure ratings beyond the capabilities of general-purpose industrial hose, a Corrugated Metal Hose Assembly is often the preferred hose to use. These hoses are generally available in IDs ranging from ½" to 12" and, in some applications, those ranges can be extended.

The Hose Assembly Guidelines publication, NAHAD 400, covers the design, fabrication, and performance of corrugated metal hose assemblies. Like the other Hose Assembly Guidelines manuals, this manual was compiled through the joint efforts of a number of manufacturers of this type of hose.

Designed for low-volume production and repair operations, the Autobonder 2101 is a low-cost alternative to other less featured dispensers available. It includes a one-year warranty.

Supertacker® Line Offers Strength, Durability

Supertacker® is a line of rubber-based adhesives for bonding and sealing a wide-range of substrates with a bond that is tough, waterproof, and flexible. Supertacker® outperforms other adhesives or sealants with more strength and durability. It offers resistance to many chemicals and offers a wide temperature range for demanding applications.

More flexible than silicone sealants, Supertacker® is ideal for use in applications subject to vibration and flexing such as conveyor belts, seams in truck and garage doors, and in loudspeaker applications. It resists moisture as well as diluted acids and diluted bases and can be used in temperatures from -40°C (-40°F) to 150°C (300°F).

Supertacker® is an easy-to-use single component adhesive and sealant that can easily be applied from a tube by hand or from larger containers using dispensing equipment. The tack-free time is just five minutes from application.

For more information on the many products offered by Hernon Manufacturing, please contact us at sales@generalrubber.com or call us at (414) 263-2770 or toll free at (800) 227-5220 for more information.

As there are many different materials, braids, and attachment methods that can be employed, each application must be carefully engineered to assure that the right hose is being specified resulting in a safe installation with the longest possible life. Publication NAHAD 400 goes into many details regarding the construction of Corrugated Metal Hose Assemblies, and we at General Rubber Company can make that publication available to you should you have an application requiring the performance characteristics these assemblies provide.

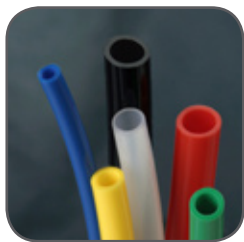
As a listed provider of Corrugated Metal Hose Assemblies, we will only use manufacturers that have agreed to follow the guidelines as detailed in NAHAD 400. This gives you, the end user, confidence that the assembly was made in accordance with the most up to date methods and procedures in the industry!

If you would like a copy of the Corrugated Metal Hose Assembly Specifications Guidelines, e-mail us at sales@generalrubber.com.



PRODUCT UPDATE

NewAge® Industries Announces New Tube Products



NewAge® has introduced NyloTube nylon tubing, a product ideal for uses including instrumentation, chemical transfer, food and beverage lines, compressed air, refrigerant and cooling systems, pneumatic controls, low-pressure hydraulics, fuel and

oil transfer, and paint supply. Lightweight, bendable, and durable, NyloTube is stocked in both semi-rigid and flexible grades, in six colors, with inch and metric sizes available. Inch sizes are offered in either semi-rigid or flexible grade, while metric dimensions are available in the flexible grade. Sizes range from 1/8" through 1" O.D. and from 4mm to 12mm O.D. Custom options include retractable coils, other sizes and colors, cut-to-length pieces, and heat-formed shapes.

A NyloTube nylon-12 formulation is stocked with nylon-11 available on a limited basis. Both versions offer similar performance, although some nylon-11 types are produced with FDA-approved ingredients, making the tubing safe for use with food contact surfaces. Nylon-12 is more often used in industrial applications and is somewhat less expensive.

All Temperature Vitube® offers Exceptional Chemical Resistance



Made from 100% pure Viton, a high performance synthetic rubber, NewAge® Industries Vitube® is used in applications such as appliances, chemical transfer, hot lubrication feeds, o-rings and seals, fuel and oil lines, cable jacketing, exhaust

lines, solvent transfer, and peristaltic pumps. The tubing offers a wide range of temperature and chemical resistance and will withstand -30°F to 400°F continuously and higher temperatures on an intermittent basis. Its heat and chemical resistance factors exceed the range of other rubbers and offer one of the widest ranges of fluid and chemical resistance of any commercial rubber.

Vitube is manufactured to handle chemicals such as aliphatic and aromatic hydrocarbons (carbon tetrachloride, benzene, toluene, and xylene), oils, fuels, lubricants, and mineral acids. Black in color, it works well outdoors in

sunlight and ozone.

NewAge Industries stocks Vitube in two dozen sizes from 1/32" through 7/8" I.D. Customization includes cut-to-length pieces, non-stock sizes, protective overbraiding, and other hardnesses. Barb style fittings, which are well suited to Vitube, and a variety of clamps are also stocked for same-day shipment or JIT delivery.

VAPOR-LOC™ Tank Truck Hose Effective Reduces Vapor Loss

The new VAPOR-LOC™ Tank Truck Hose introduced recently by HBD/Thermoid, Inc. is the first bulk fuel transfer hose to use VAPOR-LOC, an exclusive (patent pending) and highly effective hydrocarbon chemical vapor fuel hose barrier technology.

VAPOR-LOC Hose Barrier System is designed to stop fuel loss, protect the environment, keep the air clean, and ultimately save money. A multi-layered manufactured barrier system built into the hose, it traps and prevents hydrocarbon fuel and chemical vapors from permeating through the material resulting in the VAPOR-LOC Tank Truck Hose, which reduces 99% of fuel loss caused by vapor permeation, eliminates smelly fuel odors, protects the environment, and improves the hose's reinforcement, flexing abilities and service life.

The hose is vacuum rated and available in various sizes (1" - 4" I.D.). It comes with smooth or corrugated cover and offers full working pressures of 150-200 psi based on hose size/style selected, handles easily, works in a variety of temperatures (-30° F - +200° F) and accepts most hose couplings.

For more information on these and other new products offered, please contact us at sales@generalrubber.com or call us at (414) 263-2770 or toll free at (800) 227-5220 for more information.

Updated Brochures from NewAge® Aid in Tubing & Hose Selection

NewAge® Industries recently updated two brochures to ease customers in the selection and purchasing of its line of tubing and hose products and to help customers and prospects avoid common mistakes in ordering.

The brochure entitled "The Top 12 Tubing and Hose Buying Errors . . . and Their Solutions" or the Top 12 for short, lists often overlooked



continued on next page >>

from page 3 >>

details in choosing flexible tubing or hose for an application. It was developed to assist design engineers and purchasing agents in the selection process and reminds buyers to investigate all aspects involved with the tubing and hose selection process.

Additionally, the firm's "Products & Services" brochure, gives an overview of the company's tubing, hose, fittings, clamps, and accessories. Products are listed by material, style (unreinforced, braid or wire reinforced, overbraided, coiled), sizes stocked, and custom options, including heat-formed shapes, hose assemblies, and thermal bonding.

For copies of the updated brochures, contact us at General Rubber Company at (414) 263-2770 or toll free at (800) 227-5220.

ErgoDeck™SOFT designed for Extra Comfort

The new ErgoDeck™ SOFT flooring surface, a more resilient version of the original ErgoDeck™, is specifically designed to increase worker productivity by offering flexibility underfoot and long-term worker comfort for feet, legs and backs.

ErgoDeck™ SOFT tiles cover large and custom-sized areas, while hiding unsightly floor blemishes and hazards and create "a floor above a floor." The product offers two types for use in dry areas or areas with water or debris.

For more information on these and other new products offered, please contact us at sales@generalrubber.com or call us at (414) 263-2770 or toll free at (800) 227-5220 for more information.



POCKET NFL SCHEDULES STILL AVAILABLE



We have a limited quantity of our 2007 PRO FOOTBALL Season Schedules still available! These remarkable, pocket-sized schedules feature every NFL game for each week of the season.

To get one of these super FREE schedules, contact us at sales@generalrubber.com or call us at (414) 263-2770 or toll free at (800) 227-5220.

Learn How BrakeQuip
Propels General Rubber
Forward



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