

CONNECTIONS

From the President

The Best Of Both Worlds



Jack Kacsur

I recently returned from the annual meeting of members of NAHAD, the National Association of Hose and Accessories Distribution, and once again I was impressed with how global our economy really is, or as some have put it – “our world is shrinking!”

Hardly a day goes by without being reminded that “you can get it cheaper from China,” or some other country outside of the USA. But one might wonder, how does that really affect my business, or one’s customer’s business? I receive numerous emails from companies claiming, “we make good product – you like,” etc. Maybe they can, but at what risk?

We are not about to chase inexpensive imports just to sell something for less. And certainly there aren’t many distributors (I can’t really think of any) who are prepared to send a team of experts to the Far East to survey manufacturing plants and pronounce them qualified or nonqualified.

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Enjoy Pro Football? Watch NFL games? Play Fantasy Football?



Then you will definitely want one of General Rubber Company’s new PRO FOOTBALL 2007 Season Schedules. These remarkable, pocket-sized schedules list every NFL game for every week of the season. Now you will know who is playing whom well ahead of time to make up your Fantasy Football rosters or to figure out whom the Packers or any other teams are playing on any given week. They’re all there, from Week 1 through Week 17.

To get one of these super FREE schedules, just call our toll-free number, (800) 227-5220 or the local office that serves you. or contact us at sales@generalrubber.com. We’ll send a schedule to you right away.

Be in the know for your Fantasy team or just for that NFL talk with others who also enjoy pro football. Hurry, though, because the supply of schedules is limited.

GENERAL RUBBER CO. EXPANDS PRODUCT LINES

Providing our customers with the largest selection of products possible that enable them to do their jobs more effectively is one of the major goals at General Rubber Company.

So to increase service to our customers, General Rubber Company has expanded our product lines with a greater variety of product types and more choices within our core product offerings.

We are excited to announce that we can now offer a larger selection in these product categories:

- Hydraulic and pneumatic quick couplings with products from Tuthill-Hansen and Stucci USA.
- Expansion joints in rubber or metal from Proco and Unaflex.

- Hose reels from Hannay and Reelcraft.
- High temperature thermal sleeve, sheet, or door gaskets from Atlantex, Darco, or Davlyn.
- Composite chemical hose, dry break couplings, and industrial and HVAC ducting from Novaflex.
- Silicone hose, ducting, and tubing for industrial, automotive, or food processing from Flexfab.
- Ball valves, tank valves, and related fittings in PVC or brass from Bee Valve or Legend Valve.

For more information on these or any of the product lines offered by General Rubber Company, contact us at sales@generalrubber.com or call us at (414) 263-2770 or toll-free at (800) 227-5220.

THIS ISSUE

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Focus On INDUSTRIAL HOSE ASSEMBLIES



In our winter issue of *Connections*, we discussed the origin and rationale for the Hose Assembly Guidelines. This issue will discuss another one of the five specific hose categories, Industrial Hose Assemblies.



The Industrial Hose Assembly Specification Guidelines is NAHAD publication 500. This publication contains information that will assist you in specifying your assemblies so you consider aspects such as cleanliness, physical testing, safety considerations, identification, packaging, and more. Since General Rubber Company is a NAHAD "listed" fabricator of industrial hose assemblies, we have made a company commitment to follow these guidelines whether our customers

reference them or not. Within the guidelines are specific processes and procedures we follow, which very much look like ISO documentation.

The many types of applications, along with various hose fittings or couplings, can make the job of finding the right hose for you a chore! For someone who needs assistance, we use the acronym, S.T.A.M.P.E.D., which stands for:

- S** stands for SIZE: I.D., O.D, and length.
- T** stands for TEMPERATURE of the material being conveyed
- A** stands for APPLICATION, the conditions of use
- M** stands for MATERIAL being conveyed, type and concentration
- P** stands for PRESSURE, to which the assembly will be exposed
- E** stands for ENDS: style, type, orientation, attachment methods, etc.
- D** stands for DELIVERY: testing, quality, packaging, etc.

Only after these criteria are considered are we able to recommend the right hose for you!

Our commitment to you, our customer, is that you can be sure the hose assemblies you get from us have been fabricated in accordance with the most comprehensive set of specifications in the industry.

If you would like to see a copy of the Industrial Hose Assembly Specifications Guidelines, just email us at sales@generalrubber.com, and we will respond. You have nothing to lose, and everything to gain by using these guidelines to specify your industrial hose assembly requirements.

Meet Augie Bellin



Manager of our Eaton Weatherhead Port to Port Hose Center in Appleton, Bellin has been working with us since March 2006, assisting customers with their hose fitting needs. The Appleton store is located at 2310 West College Avenue and is open Monday through Friday, 7:00 am to 4:00 pm. The telephone number is (920) 733-7223.

Dixon Tech Trailer

The Dixon Mobile Connections Tech Trailer was on hand at the Eaton Weatherhead Port to Port Hose Center to help celebrate the store's first year in business. The trailer provides hands-on opportunities for distributors and end users to learn more about the selection, installation, safe operating practices, and maintenance of Dixon fittings

and accessories. The trailer's display center is a whopping 320 square feet and features a multi-media equipped training center and hands-on opportunities for all Dixon components.



From the President The Best Of Both Worlds *continued from p. 1*

Fortunately, however, most of our major General Rubber Company vendors do that regularly, and then wind up with partnerships, joint ventures, or stand-alone facilities in their name. The difference is that when they do it, their quality process and manufacturing procedures are imposed upon their partners so that when we at General Rubber Company get the products from "off shore" and sell them, we don't have to worry about them meeting our customers' requirements. Nor do our customers, which is most important!

Sure, the vendors do that to make more money, but it also helps control the effects of increasing costs of materials somewhat because of lower wage costs. At least for a while!

So, whereas we do not directly import goods from afar, many of our vendors do, and they do the quality checks so that our customers get the best of both worlds -- price advantages and product reliability, plus the local service and assistance from our people here at General Rubber Company. All of those things together make me sleep well at night because I know we can supply our customers with products competitively priced, but made to US-quality standards. Little risk, so that makes us comfortable. You, too, we hope.

SUPPLIER UPDATE



A variety of innovative, new products have been introduced recently by **NewAge Industries**. In addition, the firm now features custom tubing, hose, and assemblies made to exact specifications. Customized products address individual application requirements and can result in less waste, labor, and cost. Hose assemblies, thermal tube bonding, special compounding and colors, coiling, heat formed parts, adjusted wall dimensions, over braiding and jacketing, printing, cut-to-length pieces, slitting, hole punching, and packaging are all available in custom orders.

Polyurethane Hose Material Meets FDA Standards



Urebrade® long service life polyurethane hose is made from non-toxic ingredients that conform to the Food and Drug Administration's standard 177.2600 (rubber articles intended for repeated use) including wet and fatty food applications and beverage processing. It is ideal for industrial uses such as air lines, pneumatic control systems and robotics, low-pressure hydraulics, chemical transfer, vacuum equipment, granular material lines, oil and fuel supply, and petroleum-based product transfer.

Urebrade is also listed by the National Sanitation Foundation's Standard NSF 61 as suitable for drinking water system components and is ether-based and polyurethane reinforced with an open mesh polyester braid to allow much greater pressure capabilities. Urebrade is resistant to flow contamination, moisture, fungi, weathering, tearing, impact, and radiation exposure, and is appropriate for use at temperatures ranging from -90°F (-67°C) to 175°F (79°C). Sizes range from 1/4" through 2" I.D. For industrial applications, opaque black color, available from 1/4" to 3/4" I.D. offered at a reduced price, may be used. Custom services are available.

NewAge Clamp Styles Address Various Application Requirements



NewAge Industries ear type, worm gear, and double bond clamps are used in a variety of applications and industries, including OEM, chemical,

aerospace and aviation, food and beverage, laboratory, medical and pharmaceutical, pool and spa, robotics, appliance, automotive, MRO, recreational vehicles, marine, and many others. The three types have various innovative properties for various uses.

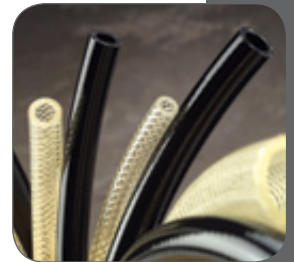
Oetiker® ear type clamps made of stainless steel and zinc plated carbon steel breathe to adapt to expansion and contraction, yet remain secure and tamper-proof. The clamps are lightweight and compact, well suited to limited-space applications. Sizes range from 5/32" to 1-9/16" nominal O.D. Pincers for clamp installation are also stocked.

Stainless steel worm gear clamps tighten with a screwdriver and a lined version is available for use with very soft tubing such as silicone. Worm gear clamps come in a wide range of sizes – from 3/8" through 6" nominal diameter.

The nylon double bond Kwik Clamp™ is U.L.-listed, black, nylon 6-6, will not rust or corrode and is non-conductive. The patented double row of teeth ensures a strong bond that will not vibrate loose. No tools are needed for installation, and Kwik Clamps are reusable. Sizes range from 1/4" to 4-1/4" nominal O.D.

Premium Quality, Braid Reinforced PVC Hose Stocked in a Dozen Sizes

Twelve sizes and three reinforcement options of Nylobrade® brand of flexible, braid reinforced PVC hose is now stocked. Thin wall, standard, and high pressure, to allow users to select the best fit for individual needs in industrial applications such as air supply, fluid transfer, protective jacketing, and discharge lines; for food use involving dispensing, processing, granular material transport, and liquid conveyance; and for medical/pharmaceutical applications including drain lines, air and gases, and device components. It is available in sizes ranging from 1/8" to 2" I.D. in its standard wall style.



All Nylobrade styles are manufactured from non-toxic ingredients conforming to FDA and USP Class VI standards and offer a mirror smooth interior for outstanding flow characteristics. Nylobrade is a durable product and is chemical, corrosion, and abrasion resistant. Custom options are available.

PRODUCT UPDATE

We are pleased to offer you information from our suppliers on innovations, updates, and changes in their businesses. If you would like additional information on the products mentioned in this column, contact us at sales@generalrubber.com or call us at (414) 263-2770 or toll-free at (800) 227-5220.

Dixon Specialty Hose offers custom ball-joint armored oxygen, water, steam, and other industrial hose or hydraulic assemblies all with a time-tested genuine armoring system. GSM armor can also be installed to InteMetal and PTFE hose assemblies. The combination of insulation and the GSM ball-joint armor (applied under controlled tension) protects hoses from extreme heat, flame, abrasion, molten splash, and kinking. GSM armor is applied over two wraps of insulation with no gap between the armor and hose.

Dixon Specialty Hose also fabricates custom metal hose assemblies from 1/4" to 8" I.D. using genuine InteMetal hose and Dixon fittings. Finished assemblies can be GSM ball-joint armored for extra strength and longer assembly life. Certified welders provide strong and attractive connections from hose to a variety of Dixon fittings. Hoses are tested and certified leak-proof and ready for service.

Titan Industries is pleased to introduce SW574 FEP

Chemical/Food Quality Hose as the newest addition to the TITANFLEX® family of hoses. TITANFLEX® hoses offer flexibility that require less force to bend than competing products and utilize a specially engineered lightweight, kink-resistant construction for easy handling. TITANFLEX® FEP is available in 1/2" to 4" I.D. and is designed with a chemical and heat-resistant high grade EPDM cover and a seamless white FEP tube capable of handling 99.5% of known industrial chemicals. Ideal for chemical, pharmaceutical, sanitary, and high purity products, TITANFLEX® FEP performs in demanding applications where high temperatures or working pressures are required and meets FDA, USDA, and 3-A requirements.

The Flexaust Company, Inc. has introduced a new line of rugged, wire-reinforced clear polyurethane hose that is self-extinguishing and halogen-free for use in a wide range of ventilation, evacuation, ducting and material transfer applications. Flexaust Flx-Thane® SE is a clear polyurethane hose that is UL 94V-0 listed, with a smooth interior for optimal airflow and reinforced with a coated spring steel wire helix. The self-extinguishing hose features superior abrasion, chemical, cut, and puncture resistance, and operates from -65 degrees F to 225 degrees F. It is highly flexible with a compression rating of 4:1. The hose is FDA acceptable and is available in two to 24" and 60 to 300 mm I.D. sizes with a 0.030" wall, and comes in 25 to 50 foot standard lengths. It makes a suitable replacement for neoprene coated polyesters, PVC and thermoplastic TPR hoses, and has a smooth bend radius.

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