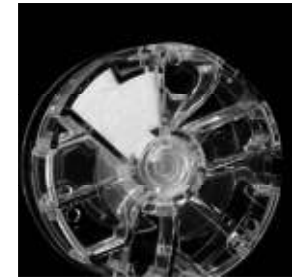
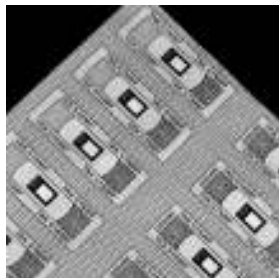




Filtrona Fibertec

Russ Rogers



Business Description



World leading supplier of bonded fiber components for writing instruments, inkjet printers, medical devices, and household products.

Our products move and store liquids utilising capillary transfer science.



Products & Applications

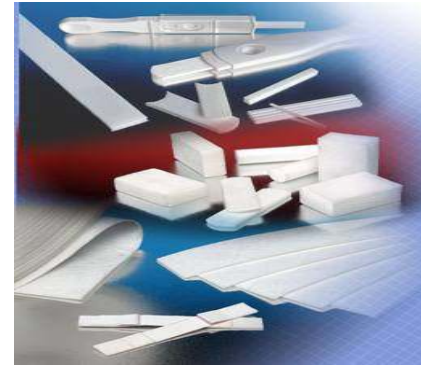


Filtrona Fibertec components function as:

- *Reservoirs*: products to absorb, retain, and/or release liquid
- *Wicks*: products to transfer liquid between two points
- *Filters*: products to filter particulate or separate liquid mixes

Areas of Application include:

- Ink delivery
- Medical and Life Sciences
- Household Products



Ink Delivery Components – Writing Instruments



Worldwide leader of fiber components for writing instruments:

- Reservoirs
- Backplugs/endplugs
- Overflow components and wicks

Supplier to market leaders throughout the world:

- Faber Castell
- Bic®
- Staedler Mars
- Schwan Stabilo
- Edding
- Newell Rubbermaid/Sanford
- Mitsubishi
- Crayola®



Ink Delivery Components – Printing Systems



Extension of capillary expertise to high growth markets

- Inkjet cartridge reservoirs and wicks
- Absorptive and liquid storage components for inkjet and laser printers

Active with OEM and compatible inkjet cartridge manufacturers worldwide

- Hewlett Packard
- Kodak
- Many other inkjet industry manufacturers throughout the world



Diagnostic and Medical Devices



Capillary transfer components and filters used in in-vitro diagnostic devices

- Diagnostic assays components (human, veterinary, environmental, food)
- Pregnancy and ovulation test wicks
- Test kit components for infectious diseases [HIV, strep throat], and drugs of abuse (THC)
- Pipette tip filters
- Life sciences – molecular level separation



Supplier to worldwide market leaders

- Abbott Diagnostics
- Becton Dickinson
- Bayer
- BioRad
- Inverness (Clearblue®)
- Fisher Scientific
- Idexx
- Eppendorf



Household Products



Capillary transfer components used in many segments of the household products market

- Air Care – air fresheners and insecticide delivery
- Cleaning - Surface and Laundry Care
- Consumer and Industrial
- Personal Care
- Cosmetics
- Specialty filtration

Well known customers include

- Sara Lee
- Reckitt Benckiser
- SC Johnson
- Faber Castell
- Schwan Stabilo



Market Position



Established Global Leader

- Writing instrument reservoirs
- Pregnancy and ovulation test wicks
- Liquid air freshener wicks

Strong and Emerging Position

- Inkjet cartridge media
- Rapid diagnostics media
- Cleaning & personal care components



Sources of Competitive Advantage



- Fiber bonding technology for custom designed three dimensional forms that is cost effective while maintaining superior quality and performance
- Specialisation in custom technical products
- Material science expertise
- Continuous innovation and expansion of capillary science expertise
- Proprietary processes and materials
- Time to market with solutions
- High volume production capability
- Vigilant protection of comprehensive IP assets
- Global footprint



Operations and Global Footprint



- N. American plant in Richmond, Virginia, United States
- 189 employees
- 188,000 ft² – completed in 2000



- European plant in Reinbek, (Hamburg) Germany
- 192 employees
- 136,000ft²



- Asian plant in Ningbo, China
- 80 employees
- Operational in 2005
- Expanded to 146,000ft² in 2007

- Additional Sales offices in US, Switzerland, China, Japan
- All plants ISO 9001 / 14001 certified
- Serving customers in 63 countries

Underlying Growth Drivers



- Global demand for high quality liquid handling components in large volumes
- Increasing sophistication of inks and other liquids requires more complex and customised handling components
- Emerging market shift to higher quality components to achieve export quality
- Increased consumption of high quality products in developing economies across all product areas
- Global shift of rapid diagnostics from laboratory to point of care and consumer home testing
- Growing interest in cleaning products that focus on convenience



Forward Strategy



- Secure and grow organic business in all markets
- Increase marketing activities to create improved awareness of Fibertec capabilities and engineer demand
- Expand presence in emerging markets, with focus on Asia and Eastern Europe
- Develop new products and markets using new and existing technologies
 - Continuous innovation to provide solutions to unmet market needs
 - Development in additional niche segments, targeting cleaning and personal care markets
 - Specialty filtration applications
- Identify acquisitions that complement existing markets or liquid handling technologies





Filtrona Fibertec

