

# The HERALD

## Era Polymers News Bulletin

Issue 3

## WELCOME

Dear Customers,

*Around 25 years ago I forced myself to have a dramatic career change. I left the nice warm cozy atmosphere of the laboratory and went on the road selling.*

*To be perfectly honest, I struggled for the first couple of months. I made sales calls thinking and behaving like a chemist.*

*So one day, in despair I confided my problems to a gentleman called Al Hoodbhoy, who subsequently became my mentor. I asked him, what was I doing wrong. How could I become a successful salesman.*

*"Easy" he said.*

*"Selling is PEOPLE, doing BUSINESS with PEOPLE"*

*"The person that you want to do business with, has to like YOU, even more than your company and it's products."*

*Thank you Al!*

*So, Era is a PEOPLE company. We have spent 19 years building it that way.*

*With this, and subsequent Newsletters, we hope to not show you what we have, but more importantly WHO WE ARE.*

*ENJOY!!!*

GEORGE PAPAMANUEL  
Director

## ERA POLYMERS PARTNERSHIP WITH STEPAN COMPANY



**ERA POLYMERS** is pleased to announce the beginning of a new Era in Australian foam technology, with a licensing arrangement being completed with Stepan Company headquartered in Illinois, USA.

The deal will allow Era Polymers exclusive access and manufacturing rights for STEPANFOAM® resin formulations, which will enhance the extensive array of formulation already offered by Era. This should further strengthen Era's position as the leading polyurethane system house in Australia.

The relationship with Stepan will allow Era to offer STEPANFOAM® foam resins based on new generation blowing agents such as Cyclopentane and 245a, as well as the existing world class Stepan 141B and water blown foam resins.

The partnership now existing between Era and Stepan will allow Era to offer the Australian market an impressive array of new and existing Stepan formulations, blended locally in our state-of-the-art Sydney, Australia manufacturing plant.

These products will be sold and marketed under the STEPANFOAM® name, ensuring that the Australian market now has direct access to these world class Stepan systems, blended locally to their usual high standards.

Contact us for more information.

**Stepan**

## FOMO PRODUCTS - HANDI FOAM

Era has been appointed as Australian Master Distributor for Fomo Products Incorporated of Ohio, USA. Fomo Products of the FLM Group of Companies is part of the largest global manufacturers of one and two component polyurethane foam systems in pressurised disposable packaging.

Handi-Foam's convenient disposable packaging means no tools are required. You simply:

1. Shake the kit
2. Open the box at perforations
3. Open valve
4. Attach nozzle
5. Spray foam!!!

**Quick and simple to use even for the inexperienced user!!!**



The Handi-Foam range has foams suitable for filling cracks, gaps, voids, blind cavities, insulation, adhesive, sealing and much more!

For more information visit [www.fomo.com](http://www.fomo.com) or [contact us](#).

**AUSPLAS 2005**  
**26<sup>TH</sup> - 29<sup>TH</sup> SEPTEMBER**

Era to be at Ausplas 2005, Australia's International Exhibition for the Plastics Processing Industry. Ausplas is held every 3 years and is the largest and longest running trade event for the plastics industry in the Southern Hemisphere! This year it is being held at Melbourne's Exhibition & Convention Center.

**COME AND VISIT US AT STAND 79**

See us at

**Ausplas 2005**

Sept 26-29

more on us @ [www.erapol.com.au](http://www.erapol.com.au)

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**TOP EDGE exhibits at designEX 2005; the premier exhibition in AUstralia for interior architecture and design! TOP EDGE offers a unique design concept, adding the finishing touches of elegance and style to desks, worktops, counters, laboratory benches, bars, tables, shop fittings and more!**

A polyurethane edging TOP EDGE is highly versatile, offering virtually total

## TOP EDGE EXHIBIT AT designEX 2005

design freedom. It can even be moulded round the edge of a circular table.

The system requires no separate adhesive as it has excellent adhesion properties giving a clean, hygienic, moisture resistant seal, that is unmatched by other edging materials.

Available in countless colours TOP EDGE can be matched to the original surface, or a contrast achieved; in corporate colours for example; resistant to heat and UV-light the colours do not fade.

TOP EDGE is virtually indestructible providing high impact strength and chemical resistance. It has been used

for Dealer Desks in the UK, desks on the trading floor of a busy stock exchange endure a greater level of abuse than a normal office desk; requiring robust desk edging that will withstand a high degree of usage while continuing to look good! (TOP EDGE can achieve this!)

Here in Australia TOP EDGE has been used for edging tables in Subway the sandwich bar, where hygienic seals and durability are paramount.

This polyurethane technology is provided by Era to the Australian market through Ramler Furniture.

Contact us for more details.

## Traffideck® A Specialist Waterproofing, Anti Slip & Decorative Surfacing

Era Polymers has been the exclusive agents for Hyperlast in Australia for over 15 years and we have recently added Traffideck® a Hyperlast product to our portfolio.

Traffideck® is not only a safety grip surface, reducing the chances of accidents, but also improves the aesthetics of an area; a useful product for enhancing both safety and the attractiveness of a site. (Refer to the above before and after shot of a refurbished car park).



before



after

bridges, pedestrian, walkways and many more.

Traffideck® consists of a multi-layer build-up system combinations of which make up flexible coatings, providing corrosion protection, water-proofing, anti-slip, decorative and durable surfaces; for a variety of applications and substrates.

The Traffideck® system offers heavy duty surfacings for areas of heavy vehicular use, and finer grades for areas which experience lighter traffic

or pedestrian use. It's fast to install, contains no solvents, will withstand traffic a few hours after installation and can be applied to concrete, asphalt, steel and timber.



### MORE ON TRAFFIDECK

Era helps add a splash of colour to Melbourne's Docklands, working with Inteeract Marketing!

Phase one of the refurbishment programme, for the docklands, included safety surfacing in bright orange bands, we used Traffideck to achieve this, the surfacing is holding up well to a heavy traffic flow!

The work continues, adding the final touches to this phase and Traffideck® was used for a more intricate application applying the wharf numbers in bright yellow.

Contact us for more details.



## SANCTUARY COVE BOAT SHOW - MAY 2005

Another successful Boat Show, Sanctuary Cove, recognised as Asia-Pacific's largest on-water boat show, featured a huge range of boats, yachts and luxury cruisers from manufacturers all over Australia as well as the USA, UK, Asia and New Zealand.

Era teamed up with FGI (Fiber Glass International) at the show to promote Fomo's Handi-Foam 2 Component slow rise foam.

Poly Flex enjoyed another year at the Boat Show, displaying flexible disc couplings which are manufactured from high strength engineering polymers resistant to fuels and oils. Era supply Poly Flex with some of the polyurethanes for this process.

Contact us for more details.

## PU ROLLERS EXCEL OVER RUBBER ROLLERS

### Neoprene Rubber vs HTE80A & E83A

Test were carried out to compare Neoprene rubber against polyurethane for roller applications at elevated temperatures. The physical properties of interest were tensile strength, elongation and hardness. Both samples were exposed to 90oC for approximately 4 weeks prior to testing.

#### THE RESULTS

##### Hardness

Neoprene Rubber - Increased  
HTE80A & E83A - Remained stable

##### Tensile Strength

They remained fairly constant for all samples.

##### Elongation

Neoprene Rubber - Decreased  
HTE80A & E83A - Remained stable

#### CONCLUSION

Neoprene rubber exhibited the most change over the 4 week testing period at 90oC, particularly in hardness and elongation. The initial tensile of the rubber is no match for HTE80A and E83A. PU Rollers Excel!!

## WHAT'S COOKING

### K-FACTOR MACHINE

Some exciting news from the laboratory, we are now fully NATA accredited for assessing thermal insulation of foams. This is of particular interest for organisations that require energy rating for heating appliances or insulation material. The test is available for anyone who is interested in knowing the thermal insulation characteristics of their product (usually foam). We are currently testing insulation material for hot water heaters and refrigeration.

### TESTING EXTREMES

On the elastomers front, we are close to developing polyurethane that can withstand extreme temperatures. This is a result of countless requests by our customers to expand the temperature tolerance of elastomers in order to increase their use in a number of increasing applications where excessive heat and extreme cold may be encountered. We are waiting for our chemist, Chris, to return from the South Pole for a final wrap up.

### WEATHER-O-METER MACHINE

While we are on the topic of weather, our Weather-O-Meter has been busy testing our products to ensure they are stable in outdoor applications. The elastomer and foams undergo accelerated weathering tests, which include UV and water exposure. A single test can run for up to 3 months and can simulate years of sun and water deterioration. This allows our customers to gain a better understanding of the weathering capabilities of our products.



Weather-O-Meter Machine

## MACHINERY NEWS



### GUSMER AND GRACO JOIN FORCES

The two world leaders in foam equipment and high-performance coatings merged in February of this year.

Graco's acquisition of the Gusmer Corporation launches this organisation as the new leader in sales for manufacturing of spray equipment for application polyurethane foam, polyurea, and other high-performance multi-component materials.

### TECH TIP OF THE MONTH

#### PROPER LUBRICATION OF SPRAY GUNS

To get optimal life out of your spray gun trigger and cylinder o-rings; at least once a week remove the rubber air hose from the air tube and squeeze a liberal amount of moisture free grease into the tube. When re-installing the airline this will send grease into the trigger assembly and also the air cylinder insuring proper lubrication and prolonged o-ring life.

[Contact us](#) for more details.



## NEW KETTLES AT SAMOS

We started with a 2 tonne kettle at Samos Ena - all those years ago - and now - we're up to a 16 tonne kettle at Samos Dio. 80 drums can be made in the kettle on the right and 40 in the kettle on the left.

This makes 12 kettles all up!

## STOCK ON SALE

Era Polymers is the Master Distributor in Australia/ NZ for the Dow Corning Mould Making Silicone rubbers. As the ships from the USA take a while to reach us here, sometimes stock goes past its expiry date on our shelves. Although the dates are old, the material inside is still good. So please check out the bargains below.

**SILASTIC 3483 21 kg kit - A\$20.00/kg + GST**  
13 Shore A Condensation Cured rubber used for detailed reproduction - 3 kits reduced to clear

**SILASTIC E 0.498 kg kit - A\$15.00/kit + GST**  
Obsolete pack size, expired kits still in stock

**SILASTIC E 4.4kg kit A\$28.00/kg + GST**  
Kits expired in 2005

**SILASTIC S 1.1kg kit - A\$35.00/kit + GST**  
Small number of kits expired just last month

[Contact us](#) for more details

## THE ERA TEAM CONTINUES TO GROW - MEET THEM



### NICOLA WATERWORTH - SYDNEY HEADQUARTERS

Nicola joined the Era team as Marketing Manager in January after relocating to Australia from the UK for a warmer climate! In the UK she worked for Prismo Limited leaders in the highways industry specialising in road markings and specialist surfacing systems including The Traffideck System. She recently married at The Botanical Gardens in Sydney, the same day as Prince Charles and Camilla!!

### KIM CHARLESWORTH - BRISBANE OFFICE

Kim migrated from South Africa two years ago where he began his career as a development chemist in paints and adhesives and subsequently forged a very successful sales career in adhesives, dyes and printing chemicals including a number of years where he ran his own business. He is a family man with three children Jason, Robyn and Ryan. His wife, Linda is a maths and science teacher. Between the four of them and a newly constructed house, they ensure that he is fully occupied on weekends, but let loose Monday to Friday. Kim is a very amiable guy with proven sales and technical skills who will quickly understand the nature of our business and will become a valuable member of the Era team.



### PETER ROSSI - MELBOURNE OFFICE

Peter has been working in the chemical industry for about 15 years. His qualifications are a Bachelor of Applied Science degree in Chemistry and a Master in Engineering in Polymer Science. He worked for Dow Chemicals, Hoechst, Borden and the last nine years with Huntsman Composites. He has a wide range of experience in the polymer industry and has had various roles, including quality control, supervising production, product development and technical service. He's married to Lily and has a six year old boy called Jordan



## SHANNON'S 10TH YEAR ANNIVERSARY

Back in 1995 - Gerge employed a very shy young man called Shannon - 10 years down the track - Shannon is running the two sites at Samos - and doing a great job. If you came to the factories for a tour - he'll show you around.

And boy does he love those FORDS.



## NEW SECURITY GUARDS AT SAMOS

Due to the passing of late "Poly" and the retirement of "Patch" - two new German Shepherd sisters have been taken under our wings. Medusa and Aphrodite - are cute now - but wait till they grow up!



## Era Polymers Pty. Ltd.

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## Strategic Alliance



MDI Cast Elastomers, Offshore Technology & Trafficable Coatings



Polyurethane Foams based on New Blowing Agents



Spray/Polyurethane/ Polyuera Elastomers & Primers



1 & 2 Component Disposable Polyurethane Foam Systems



CAPA Polycaprolactones for Superior Elastomers & Adhesives



High Pressure Spray Equipment for Foams & Elastomers



Grinding Wheels for Rollers



Mould Making Silicone Rubber



1 Component Blocked Elastomers



Tooling/Prototyping Urethanes



High & Low Pressure Equipment for Foams



Casting Equipment