Commercial News USA®

AMERICAN EXPORTERS SEEKING PARTNERS WORLDWIDE

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May/June 2012



2012 EXPORTER OF THE YEAR AWARD WINNERS



Boscogen Inc.



Heat Trace Products LLC



Hernon Manufacturing



Hurd Windows & Doors



ITA-MED Co.



Marketing Arm International Inc.

State of Nebraska Special Section



Page 16



New Waste Concepts Inc.



Signature Fencing and Flooring Systems LLC



The Fremont Company



The Intermarket Group



Top 1 Oil Products Company



West Coast Corporation

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Commercial News USA is online at www.thinkglobal.us

Request Free Information

Request information directly from the companies you wish to do business with or fax back the free Reader Service form on Page 39 to request information from many different companies.

Congratulations to the 2012 DHL/ThinkGlobal Exporter of the Year Award Winners

Twelve U.S. companies that made contributions to the growth in U.S. exports during the past year have received Exporter of the Year awards from ThinkGlobal Inc., publisher of Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce. This year's award program was sponsored by DHL, one of the world's largest logistics companies.

Each year, ThinkGlobal recognizes U.S. companies that have launched or expanded export activities. To be eligible for the award, a company must currently be exporting from the United States.

The DHL/ThinkGlobal Exporter of the Year awards are not U.S. Department of Commerce awards. The U.S. Department of Commerce has no involvement in the awards program. ThinkGlobal and the U.S. government do not endorse any product or service, nor any company receiving an Exporter of the Year award, and assume no responsibility for the accuracy of the data provided by each individual company in applying for the award. All companies must attest to their good standing with the U.S. federal government when submitting a nomination form for the award.

The success of these Exporter of the Year award winners is indicative of how American companies, large and small, can benefit from exporting, even in a challenging global business environment.

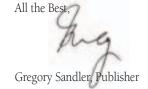
Short descriptions of each award winner can be found starting on Page 5. In addition, six of the award-winning companies have advertisements in this issue of Commercial News USA.

These companies are seeking new partners around the world. Please read their information, and contact them directly for more information.

This year's winners include: Boscogen Inc., The Fremont Company (See Ads on Pages 12 & 37), Heat Trace Products LLC (See Ads on Pages 8-9), Hernon Manufacturing, Hurd Windows & Doors (See Ad on Page 13), The Intermarket Group, ITA-MED Co., Marketing Arm International Inc. (See Ad on Page 12), New Waste Concepts (See Ad on Page 11), Signature Fencing and Flooring Systems LLC, Top 1 Oil Products Company (See Ads on Pages 14-15), and West Coast Corporation.

Congratulations to all of the award winners.

Also in this issue, we are featuring a special section with 24 companies from the state of Nebraska. Be sure to read about these companies, beginning on Page 16.



U.S. Department of Commerce, International Trade Administration

Secretary of Commerce John Bryson

Undersecretary of Commerce for International Trade Francisco J. Sánchez Acting Director General
U.S. Commercial Service
Ambassador Charles A. Ford

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Editor and Publisher

Gregory Sandler greg@thinkglobal.us

Art Director

Stan Fede stan@thinkglobal.us

Website Developer

lan Ricci iricci@thinkglobal.us

Office Manager

Leah Bateman Ibateman@thinkglobal.us

Administrative Assistant

Carla Colson ccolson@thinkglobal.us

Interns

Kerry Casting Paula Roby Mollie Schwam Benoit Vasseur Javier Velasco



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info@thinkglobal.us
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Twelve U.S. Companies Win 2012 Exporter of the Year Awards



welve U.S. companies that made contributions to the growth in U.S. exports during the past year have received Exporter of the Year awards from ThinkGlobal Inc., publisher of Commercial News USA, the official export promotion magazine of the U.S. Department of Commerce.

Each year, ThinkGlobal recognizes U.S. companies that have launched or expanded export activities. The 2012 Exporter of the Year awards are given to one company in each of the industry sectors included in the trade matchmaking magazine.

"The success of this year's Exporter of the Year award winners is indicative of the value of American products around the world," said Gregory Sandler, president





Greg Sandler (left), president of ThinkGlobal Inc. and publisher of Commercial News USA, presents the Exporter of the Year Award to Wayne Canty (center), president of Heat Trace Products. Also pictured is Daniel E. Harris (right), regional director for East Asia/Pacific, U.S. & Foreign Commercial Service. Above right: Frank Ryan accepts the award for Top 1 Oil Products Company.

of ThinkGlobal Inc. "Buyers know that American products and technology can be profitable to sell and distribute."

Exporter of the Year winners were chosen based on the total number of documented export deals, the percentage increase in sales, exports as a percentage of total sales, a company's commitment to exporting and customer service, and

a company's originality in marketing products and services. To be eligible, a company must be currently exporting from the U.S.

Congratulations to all the recipients, who are listed below.

The companies, their hometowns, and the categories in which they won are as follows:

New Waste Concepts



New Waste Concepts of Perrysburg, Ohio, is a leader in the global distribution of cover materials and other products and equipment which New Waste Concepts manufactures. They are the winner in the Environmental category.

"Exporting could not be more important to New Waste Concepts' success and survival during these turbulent economic times," said Milton Knight, CEO. "Over the last 5 years, we have grown sales relating to exports from 15% to 44%. It has contributed to our being sharper and more focused domestically because of the effort required to be successful selling overseas."

www.nwci.com

Please See Our Ad on Page 11

The Fremont Company



The Fremont Company of Fremont, Ohio, was established in 1905 and manufactures, markets and distributes food products to customers worldwide. They are the winner in the Food Products category.

"We are glad to share this award with all of our employees, so they can be recognized for all their efforts to support our export efforts," said Chris Smith, Executive VP and Owner. "This award allows us to be an example for other smaller and midsized businesses by showing them that with the determination and the extra effort that export requires, great results can be achieved."

www.fremontcompany.com

Please See Our Ads on Pages 12 and 37

Hurd Windows & Doors



Hurd Windows & Doors of Medford, Wisconsin, has a 90-year tradition of building custom wood windows and doors to the highest standards of excellence and quality. They are the winner in the Building Products category.

"We are focused on dramatically expanding our international market presence," said Scott Klieforth, Director of International Sales for Hurd Windows & Doors. "Export sales have helped us diversify our business during the current challenges of our domestic economy. We are extremely honored to be recognized as Exporter of the Year."

www.hurd.com

Please See Our Ad on Page 13

Continued on Page 10

Saluting Exporters: The Heroes of Our Global Economy



s we celebrate the success of the 2012 DHL/Think Global Export of the Year winners, it's also a great time to recognize the role all exporters play in helping our global economy's stability, growth and sustainability.

More stability

Only a small percentage of the world's buying power lives in any given country. So if a business sells only to people within its borders, it's reaching a tiny slice of the marketplace. Should an economic setback occur, that old adage applies: "all the eggs are in one basket."

Businesses that look beyond their own borders to drive additional sales tend to be more stable. Those doing business in multiple countries usually fare best of all. Even if their country's economy fluctuates, they have a base of other countries to see them through.

Stronger economies

When companies are stable, they're stronger. Stronger companies, in turn, help keep a country in better economic shape, even when recessions or downturns hit. The economy can usually recover faster.

More jobs

Exporters are job creators! Using the U.S. as an example, on average, exporter sales grow faster, more jobs are created, and employees earn more than in non-exporting firms, according to www.trade.gov.

No business is too small

More than two-thirds of exporters have fewer than 20 employees, according to export.gov, a U.S. Dept. of Commercemanaged site that provides exporting help to U.S. companies. Any size company can grow sales abroad; especially with support from experienced international trade resources.

DHL Salutes Marketing Arm International

From its humble start in the founder's living room to \$8+ million in annual exporting sales, Marketing Arm International continues to embrace its "Proud to Be Green" motto: enabling farmers everywhere to feed the world in a much safer, healthier manner.

The company exports insecticides, fungicides and herbicides that protect crops; yet are safer for humans and the planet. They market to Mexico, South America, Europe, Caribbean and Asia.

As a long-time DHL customer, MAI regularly relies on the international carrier to transport critical Customs and regulatory documents; packing lists; commercial invoices; and bills of lading to custom-

ers, prior to their receipt of ocean-bound product shipments.

According to MAI director, Monica Luna, DHL makes everything much easier. She saves a lot of time using its online shipping and paperless customs clearance capabilities. Deliveries arrive just about everywhere in 1-2 days, with no delays or lost shipments. "Every time we need something, DHL is right on it," she says.

DHL salutes MAI as an Exporter of the Year winner. They not only epitomize exporting success, but also enhance the health of people and our planet every day. We're honored to support their worthy mission and congratulate all 12 winners of this prestigious award!



Forty two years of specialized international trade experience

DHL has helped thousands of exporters grow competitively in new markets and build a long-term global business foundation.

DHL in-house experts help customers navigate Customs terminology and complexities. As one of the world's largest Customs brokers, it processes several million Customs entries every day. DHL also helps customers locate locally-based import and export support.

"International isn't just part of our business; it is our business," explains Cain Moodie, DHL Express Vice President of Operations. "By staying highly-focused on international logistics excellence, we offer exporters the complete package. We deliver transit speed and operational efficiencies that keep them profitable... along with the seasoned global trade support that helps avoid costly roadblocks and issues."



How To Contact:

DHL

In the U.S. call:
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All other countries visit us at

www.dhl.com

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DHL Express congratulates the winners of the 2012 Exporter of the Year Award.





EXPORTING WITH A PURPOSE

Heat Trace is Hot on the Trail

Heat Trace Products, LLC is one of a small number of Self-Regulating Heater manufacturers in the world. Its heating cables are used in Industrial and Commercial applications for freeze protection and temperature maintenance on pipes, fittings, valves, tanks, and process equipment. Based in Leominster, Massachusetts, this U.S. manufacturer and exporter currently services 30 countries world-wide including: Brazil, China, Japan, Germany, Russia, Greece, Sweden, Belgium, Italy, Czech Republic, India, France, Switzerland, Mexico, Denmark, Netherlands, Astana, Canada, Taiwan, Korea, and other CIS countries.

Due to its keen focus on servicing and growing its business globally and with integrity, Heat Trace Products, LLC has been honored with several prestigious awards including:

Think Global DHL Exporter of the Year Award 2012

A.I.M. International Business Global Trade Award 2010

SBA Massachusetts Exporter of the Year Award 2006

Central Mass Chamber of Commerce Economic

Achievement Award

MAED (MassEcon) Team Massachusetts Emerging

Company Award 2006

"Our international success is based on a foundation of unique and patented products, history of high-quality standards, knowledge of the global marketplace, and exceptional partnerships," explains Wayne Canty, President and CEO, Heat Trace Products, LLC. Heat Trace products are approved by leading international standard agencies including: UL, CSA, FM, CE, Semko, and Atex. Additionally, Heat Trace offers the only FM approved 25 and 30 watt self-regulating heaters on the market today.

While Heat Trace Products are available for roof and gutter de-icing and floor warming, the primary applications for heat tracing are: Freeze Protection to keep a fluid from solidifying due to temperatures dropping below the freeze point, and Process Temperature Maintenance to hold a fluid at a given temperature within some pre-determined limits.



Governor of Massachusetts Deval Patrick and Wayne Canty, President and CEO of Heat Trace Products, LLC, in Brazil attending the Massachusetts Brazil Innovation Economy Mission.

The heating cables regulate their heat output in response to changes in temperature. The highly engineered conductive core increases its heat output when the temperature falls, and decreases its heat output when the temperature rises. This is accomplished by replacing the heat that is lost to the lower temperature atmosphere. The product is offered in a variety of wattages in both 120 VAC and 240 VAC.

"Customers world-wide are discovering that Self-Regulating Heat Tracing costs less than other methods of surface tracing," states Canty. "And since heat is automatically supplied only when and where needed, operating costs are reduced significantly." Heat tracing is an ideal solution for water treatment, food processing, refining, mining, chemical processing, pulp and paper, utilities and commercial buildings.

Heat Trace Products' high-quality, low-cost, Self-Regulating Heat Trace systems, backed by superior customer support, are available globally.



16509

Wayne Canty, President and CEO, Heat Trace Products, recently traveled to Brazil for the Massachusetts-Brazil Innovation Economy Mission 2011. The coalition, led by Governor Deval Patrick, visited Brazilian companies, universities and government leaders. "I was honored to participate and explore new job growth and economic development partnerships between Mass. and Brazil," states Canty. "Traditional ties were strengthened and significant opportunities established."



Self-Regulating Heat Trace Products. Globally Connected.



Seeking Dealers and Distributors Worldwide







Exporter of the Year Special Section



Dominic Truniger, president of Hurd Windows and Doors, accepts the Exporter of the Year Award.



Accepting the Exporter of the Year Award for New Waste Concepts is Milton (Tony) Knight, CEO.

Continued from Page 5

Top 1 Oil



Top 1 Oil of San Mateo, California, is a leading American exporter of high quality lubricants into markets around the world. They are the winner in the Automotive Products category.

"We at Top 1 Oil Products Company are extremely proud to be awarded the prestigious 'Exporter of the Year' award," said Joseph Ryan, president. "For 38 years Top 1 Oil Products Company has exported, worldwide, high quality lubricants. Our entire product line is exclusively produced in the United States and we have always stressed that 'Made in USA' is synonymous with superior quality. This award is further incentive for us to meet President Obama's Export Initiative (NEI) of doubling our sales within the five year plan. We are proud to be participating in this export growth initiative for the United States. At this time we are on track to meet this goal."

www.top1oil.com

Please See Our Ads on Pages 14-15.



Ten of the twelve Exporter of the Year winners for 2012 pose with Greg Sandler (center) following the presentation of their awards. From left, Yury Yuger from ITA-MED, Wayne Canty from Heat Trace Products, Maria Gasparini from West Coast Corporation, Gauro Coen from Signature Fencing, Scott Klieforth from Hurd Windows & Doors, Mike Hackbarth from The Fremont Company, Lynae Chang from Boscogen, Milton (Tony) Knight from New Waste Concepts, Jose Lopez from Marketing Arm International and Frank Ryan from Top 1 Oil Products.

Heat Trace Products LLC

Heat Trace Products, LLC



Heat Trace Products, LLC of Leominster, Massachusetts, produces cables that have been mainstays in low temperature maintenance and freeze protection applications for over 30 years. They are the winner in the Electrical & Electronics category.

"On behalf of everyone at Heat Trace Products I would like to express our extreme gratitude and immense pride as recipients of this prestigious award," said Wayne Canty, president. "Exporting represents approximately 60% of our revenues and we presently conduct business in 30 different countries. Given our specific product focus it is exceedingly critical to broaden our target markets to protect against domestic economic downturns. Our ability to compete globally in emerging markets such as Russia, China, Brazil, South Korea, Indonesia, and Turkey among many others provides us with business stability and future growth potential."

www.rscc-heattrace.com

Please See Our Ads on Pages 8-9.

Marketing Arm International Inc.



Marketing Arm International, Inc. of Port Charlotte, Florida, develops and markets environmentally safe and friendly agricultural products of the highest quality and performance. Their experienced personnel are dedicated to market research, innovation, and continuous market development in the agricultural industry, and are always focused on their primary goal of the preservation of the environment. They are the winner in the Agriculture category.

"Marketing Arm International is proud to be an Exporter of the Year winner," said Jose Lopez, president of the company. "We believe in the distribution of environmentally friendly products not only to preserve the environment but also to give the best result and performance on agricultural crops."

www.marketingarm.com

Please See Our Ad on Page 12

Continued on Page 12

New Waste Concepts: Award-Winning Environmental Solutions

New Waste Concepts is one of the 2012 Exporter of the Year award winners. The company, based in Perrysburg, Ohio, USA, is a leading manufacturer and distributor of a variety of environmental control products and

Equipment as well as cover materials for use in landfills, industrial waste sites and environmental remediation projects.

For the past 25 years New Waste Concepts has been a trusted supplier to the waste industry. "Our environmental covers are specified on more sites worldwide than any other cover on the market today," said Milton Knight, CEO of New Waste Concepts. "Our equipment has an average lifespan 2 times greater than our competition, and our odor, bird, and Bacteria & Enzyme Technologies are producing reliable and superior results for our customers around the globe."



New Waste Concepts is indicative of how proactive American companies are growing by exporting. "This year's winners reflect the diversity of American exporters, 97 percent of whom are small-medium sized enterprises," said Gregory

Sandler, president of ThinkGlobal Inc.

ThinkGlobal Inc., publisher of Commercial News USA—the official export promotion magazine of the U.S. Department of Commerce—selects the Exporter of the Year Award winners. The 2012 Exporter of the Year program is sponsored by DHL.

Modern landfills are high tech engineering projects, requiring intelligent, efficient and economical solutions. New Waste Concepts has developed a wide range of products and services that not only do the job, but add real value to landfill projects in terms of huge operational savings and time/ cost factor efficiencies.

The company's solutions include remediation, odor control, satellite imaging for contaminated water, erosion control, daily cover, intermediate cover, bird control, contaminated soils, and VOC suppression.



How To Contact:

Global Headquarters: +1 (419) 872-2190 NWC-UK Ltd: +44 (139) 523-3860 NWC-China Ltd: (86)755-21517283 sales@nwci.com

www.nwci.com
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Continued from Page 10

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Jose A. Lopez, president, Marketing Arm International Inc., accepts the Exporter of the Year Award.

America's Leading Private Label Ketchup Exporter Premium USDA Grade A Ketchup - No Starches or Gums Made from 100% California Tomatoes Fremont Private Label & Totally Tomato Ketchup is Distributed in Over 60 Countries Sales@PLketchup.com www.FremontCompany.com

Think Global

Boscogen Inc.



Boscogen® Inc., founded in 1994 and based in Irvine, California, is dedicated to the manufacturing, marketing, and distribution of premium quality nutritional supplements including vitamins, minerals, and food supplements. They are the winner in the Health & Beauty category.

www.boscogen.com

Hernon Manufacturing



Hernon Manufacturing of Sanford, Florida, has been committed to delivering world class adhesive, sealant, and impregnation solutions along with precision dispensing systems for nearly four decades. They are the winner in the Materials category.

www.hernon.com

West Coast Corporation



West Coast Corporation of Ontario, California, manufactures and distributes innovative high quality products that provide security and convenience to their customers worldwide. They are the winner in the Consumer Products category.

www.keybak.com

The Intermarket Group



The Intermarket Group of Miami, Florida, provides leading edge Graphic Arts supplies, equipment, and technology as the foremost distributor for Latin America and the Caribbean. They are the winner in the Business Services category.

www.intermarketcorp.com

ITA-MED Co.



ITA-MED Co. of South San Francisco, California, has been the leader in ecofriendly manufacturing of home health care, orthopedic and sports medicine products for two decades. They are the winner in the Medical Products category.

www.itamed.com

Signature Fencing & Flooring Systems LLC



Signature Fencing and Flooring Systems LLC of New York, New York, is the world's largest manufacturer and renter of event fencing, barricades, dance floors, stadium flooring and tent flooring. They are the winner in the Industrial Equipment category.

www.stadiumflooring.com

ENVIRONMENTALLY FRIENDLY PRODUCTS FOR CROPS

Marketing Arm International is committed to the development and marketing of environmentally friendly products for farmers, agronomists, and homeowners worldwide for pest management programs. Our products include insecticides, fungicides, bactericides, bio-nutritionals, plant growth regulators, insect monitoring and spray water softeners.



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Hurd: Supplying Windows & Doors to the World

estled in a small town in central Wisconsin USA, is one of America's largest and most successful wood window and patio door exporters. The company, Hurd Windows & Doors and its Hurd® brand of premium products, is a recognized industry leader worldwide.

During its 93-years, the Hurd brand has made its mark in the United States and international window and door industry by bringing to market many leading technologies. The mid-priced H3™ window line is indicative of the company's innovative products. Introduced in 2009, Hurd's H3 window is a unique product that integrates three materials – extruded aluminum, vinyl, and solid wood – into one perfect window. It was voted the 'Most Innovative Window of the Year' by the U.S. industry in 2009, and its sales continue to climb.

Another recent breakout innovation from the company is CoreGuard, regarded as the best wood protection available, and a Hurd exclusive. CoreGuard is a proprietary formula developed by Hurd in 2008. It protects wood windows to the very core from wood rot and deterioration from insects and termites.

Now, Hurd is continuing its reputation for innovation by partnering with Southwall Technology to introduce Ultra-R windows that boast an R-20 Center of Glass rating and rival the thermal value of a 2x6 insulated wall.

Hurd windows and patio doors come in a limitless array of colors, styles, sizes, shapes and other options. The company offers six comprehensive product lines available in all-wood, low-maintenance aluminum clad wood, Hurd FeelSafe™ coastal impact, mid-priced H3™, Transcend replacement, and Superseal vinyl.

Hurd Windows & Doors is actively seeking new international partnerships worldwide. If you are interested in becoming a distributor, please contact Hurd's International Services Group at +1-715-748-1770 or by email at scott.klieforth@hurd.com.



Hurd Windows & Doors is a 2012 Winner of the DHL/ThinkGlobal Exporter of the Year Award.

How To Contact:
Hurd International Services Group
715-748-1770
scott.klieforth@hurd.com

www.hurd.com
Reader Service #16510



TOP 1 OIL: Past, Present and Future



PAST

The TOP 1 Oil Products Company was founded by William A. Ryan in 1979 with the purpose of providing high quality lubricants to consumers around the world.

The only way Bill Ryan felt TOP 1 could provide superior quality motor lubricants to customers all over the world was to produce TOP 1 products in the U.S.A. This would then allow him to ensure proper measures were in place to promote the new technologies, maintain quality control and guarantee product integrity that only "Made in the U.S.A." products can provide.

TOP 1 has built on its distribution system and has provided support in good times and bad. During the Asian economic crisis of 1997 and 1998, TOP 1 efforts were sustained while others were curtailing operations. Management believes in developing strong relationships with partners throughout the supply chain, from raw materials suppliers to the end user.

PRESENT

Today, TOP 1 is a leading American exporter of high quality lubricants to 44 nations around the world. By staying true to its founder's vision, TOP 1 has been able to evolve into the company it is today.

With the introduction of Evolution OEM Series products in 2011, TOP 1 officially became approved by the European OEMs BMW, Mercedes-Benz, Porsche, Audi, and Volkswagen. The Evolution OEM Series products were subject to and passed the most stringent tests in the industry in order to attain approval from these European automakers.

On September 25, 2010, the TOP 1 Oil Ack Attack achieved an average speed of 376.363 mph to become the new Motorcycle Land Speed Record Holder. TOP 1 is now proud to say "We are the fastest motorcycle oil in the world!"

In order to achieve this truly unsurpassed accomplishment, TOP 1 spent many, many tireless hours in the Research & Development stage. TOP 1 engineers tested countless formulations on the Ack Attack and in the lab to come up with the TOP 1 Oil product that would ultimately allow the super streamliner to break the motorcycle land speed record.



FUTURE

Based in California, TOP 1 is on the leading edge of all new technology and future trends in the downstream petroleum industry. As fuel prices continue to rise, attaining maximum fuel economy has become and will continue to be a necessity for consumers. It is TOP 1's goal to deliver maximum fuel economy while providing ultimate engine protection. Introduced in 2011, TOP 1 Evolution 0W-20 is a fully synthetic ultra low viscosity motor oil formulated to do just this.

In addition to providing low viscosity motor oils, TOP 1 is also on the forefront of all other new technology in the synthetic lubricants industry. Biolube lubricants are undoubtedly a future trend, as renewable resources become increasingly more important for consumers worldwide. TOP 1 is currently developing biolube lubricant products and expect to have them ready for distribution in the near future.



TOP 1 OIL PRODUCTS COMPANY

100 N. El Camino Real San Mateo, CA 94401 U.S.A.

Tel. 650-347-3691

Toll Free: 1-866-TOP10IL Email: fryan@top1oil.com Website: www.top1oil.com



TOP 1 OIL PRODUCTS COMPANY

PROVIDING HIGH QUALITY LUBRICANT SOLUTIONS SINCE 1979







Nebraska Continues To Invest in Business Growth Environment

NEBRASKA *Advantage*

Department of Economic Development

Nebraska is the perfect place to realize new strategies, approaches, and ways to grow and expand businesses along with creating quality job opportunities.

Nebraska's central U.S. location offers an endless array of advantages that make living, working and doing business here a wonderful and rewarding experience.

Many companies in the U.S. and around the world have discovered that Nebraska offers the ideal location, quality workforce, and positive economic environment for a wide variety of industries and business endeavors. Our balanced economic base and vast market potential have provided a profitable home for small and Fortune 500 companies alike.

The Nebraska Department of Economic Development's Office of International Trade & Investment has established a variety of programs & services to promote Nebraska's economy through the expansion of foreign markets for Nebraska products, increasing international investment in the State & creating a business climate conducive to the growth of international business activities & strategic alliances.

Today, approximately 30% of Nebraska's small businesses export everything from farm equipment to finger print-

ing kits. Nebraska products were sold to approximately 175 foreign countries in 2011, accounting for over \$7.5 billion dollars in export sales, an increase of approximately 30% over the previous year. This percentage growth far exceeded the 16% national average for merchandise export growth for the same period. Nebraska's ma-

jor exports include feed grains, processed foods, agricultural & industrial machinery, chemicals and transportation equipment. In 2011, the top five importers of Nebraska products were Canada, Mexico, Japan, China and South Korea.

"Many companies in the U.S. and around the world have discovered that Nebraska offers the ideal location..."

Nebraska companies have established facilities and sales offices worldwide. We also cannot overlook the international business investments that have been made in Nebraska. Perhaps the most recognizable is Kawasaki Motor Manufacturing in Lincoln. They have celebrated over 35

years in the Nebraska business community.

While the Nebraska
Department of Economic
Development provides
numerous programs to assist
Nebraska businesses, it's
important to recognize the
value of partnering with
various other agencies and
groups to further promote
Nebraska's international
trade and investment. These
partners include the U.S. Export Assistance Center, Ne-



braska District Export Council, Nebraska Department of Agriculture and Midwest International Trade Association, among many other chamber associations, service companies and foreign trade offices.

Nebraska's public/private partnerships support an international business office located in Tokyo, Japan for the sole purpose of promoting and supporting Nebraska's international business interests in Japan.

The Nebraska Department of Economic Development also contracts with a Chinese consulting firm with offices in Nebraska and China to assist Nebraska companies interested in developing business with China, and screening companies in China interested in doing business in Nebraska.

Nebraska exporters continue to sell some of the most innovative products and services to world destinations. International business is a long-term commitment for Nebraska businesses, as well as the agencies supporting their efforts.

For additional information on Nebraska's international trade assistance, contact:

How to Contact:
Susan R. Rouch
Nebraska Dept. of
Economic Development
Office of International
Trade & Investment
301 Centennial Mall South
Lincoln, NE 68509-4666
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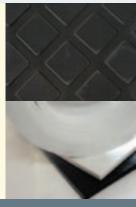
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neded.org/business/international-trade-and-investment

The Nebraska Department of Economic Development (NDED) received a State Trade and Export Program (STEP) grant to carry out programs to assist eligible small business concerns enter and/or expand their exporting activities. The Nebraska Section of the Commercial News USA is funded in part through a Cooperative Agreement with the U.S. Small Business Administration through Nebraska's STEP Grant Award.



Michael Kuzma, Director Nebraska STEP Grant Program Nebraska Dept. of Economic Development 402-309-4285 mike.kuzma@nebraska.gov



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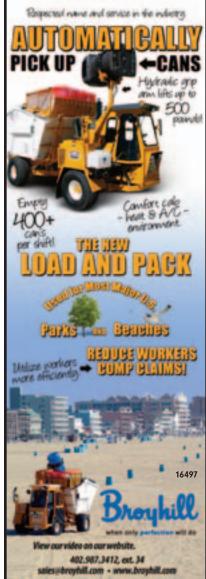
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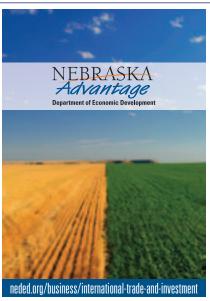
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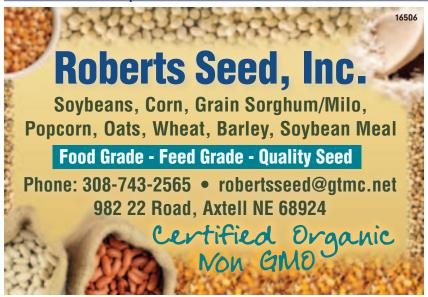






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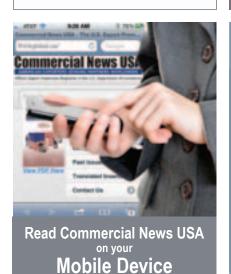
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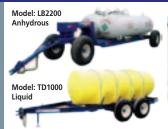
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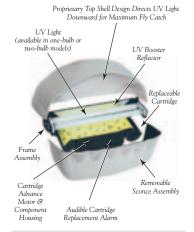


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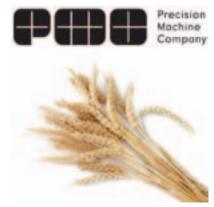
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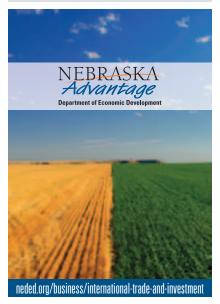
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he Automotive Aftermarket Products Expo (AAPEX) only happens once a year, but the engaging conversations and networking within the global automotive aftermarket industry continue year-round on the AAPEX Facebook, Twitter and LinkedIn pages. To join one of these online communities and connect with others in the automotive aftermarket, simply follow the links below. And make sure to mark your calendar for this year's event, slated for Tuesday, Oct. 30 through Thursday, Nov. 1, at the Sands Expo Center, Las Vegas, Nev., U.S.A.

For buyers who prefer Facebook, the AAPEX Facebook page, www.facebook. com/AAPEXShow, already has 10,500 likes or fans. There's plenty of news, information and discussions taking place on this page, with the largest number of people coming from India, the United States, Brazil, Mexico, Italy, United Arab Emirates, Canada, Argentina, the United Kingdom and Germany.

"AAPEX also offers exceptional networking opportunities, and is an excellent source for locating companies that export."

AAPEX also has a page on Twitter, www.twitter.com/@AAPEXShow, and on LinkedIn, AAPEX Show Group at: www. linkedin.com, both which also provide the opportunity to interact with exhibitors

and people from all segments of the global automotive aftermarket industry. In addition, photos from previous AAPEX events can be viewed on Flickr, www.flickr.com/AAPEX, and AAPEX videos are posted on YouTube, www.youtube.com/AAPEXShow.

AAPEX represents the \$395 billion global motor vehicle aftermarket, and draws attendees from far and wide as it presents

a unique opportunity to see all the products, all the people, all in one place. In 2011, attendees traveled from 136 countries to participate in AAPEX.

More than 2,200 manufacturers and suppliers exhibit at AAPEX. Of the 4,991 stands at AAPEX 2011, approximately 2,960 were U.S.-based companies in the automotive aftermarket. Recognizable brands are found throughout the show, as is just about every kind of replacement part, including suspension and front-end products, engines, engine parts and fabricators, paint and body products, and heat transfer and mobile air conditioning products and parts. The leading suppliers of chemicals and lubricants also exhibit at AAPEX, and the latest tools, diagnostic equipment and software are located in the event's comprehensive Tool & Equipment section.

AAPEX also offers exceptional networking opportunities, and is an excellent source for locating companies that export. Approximately 25 percent of the U.S. manufacturers at AAPEX export and this number is expected to grow. To find U.S. manufacturers that export, visit the AAPEX web site, www.aapexshow.com, click on the Find Products & Exhibitors tab and search within "U.S. exporters only."



An AAPEX Learning Forum rounds out the event with approximately 30 education sessions offered at no charge for all segments of the aftermarket.

AAPEX will be co-located with the SEMA Show, which will be held the same week at the Las Vegas Convention Center.

For more information, visit the AAPEX Web site, www.aapexshow.com, or e-mail: info@aapexshow.com. For information on official buying delegations to AAPEX 2012, contact Judy Novak at: judy.novak@aapexshow.com.

AAPEX is jointly sponsored by the Automotive Aftermarket Suppliers Association (AASA) and the Automotive Aftermarket Industry Association (AAIA).

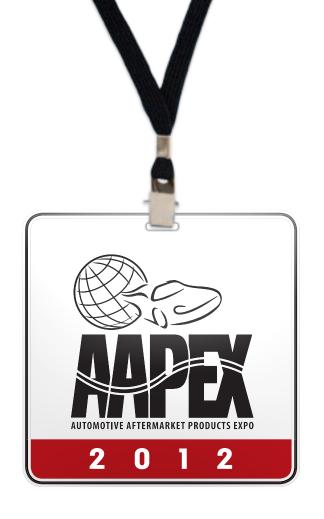


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May 5-8, 2012 at McCormick Place in Chicago

National Restaurant Association Announces 2012 Kitchen Innovations Award Recipients

he National Restaurant Association has announced the recipients of the 2012 Kitchen InnovationsTM (KI) Award, which recognizes cutting-edge kitchen equipment in the foodservice market. An independent, expert panel of judges comprised of internationally recognized food facilities consultants, multi-unit executives and design experts selected KI Award recipients for significant innovations that improve quality, productivity, service, and sustainability.

Award recipients will be showcased in the interactive Kitchen Innovations Pavilion in its new central location on the exhibit floor (booth 2440) at the 2012 National Restaurant Association Restaurant, Hotel-Motel Show, set for its new dates May 5-8 at Chicago's McCormick Place.

"The independent panel of judges selected these products based on the forward-thinking approach to commercial kitchen equipment demonstrated by their innovative creators," said Jack Crawford Convention Chair for NRA Show 2012 and President and CEO of Ground Round Independent Owners Cooperative, LLC. "These truly groundbreaking products will



have a substantial impact on the efficiency and success of restaurant kitchens, as well as the profitability of the restaurant itself. As the largest restaurant and hospitality trade show in the United States, the NRA Show offers the perfect forum to explore trends and find new products to enhance restaurant operations."

As the global restaurant and hospitality industry's premier trade show, the NRA Show brings together more restaurant and hospitality buyers and equipment manufacturers than any other industry event.

The KI products will enable foodservice operations to run faster and more efficiently by increasing productivity, quality, safety, cost-efficiency and environmental sustainability. The result: foodservice operators will deliver better customer service and the highest quality meals to their customers.

The annual National Restaurant Association Restaurant, Hotel-Motel Show is the largest single gathering of restaurant, foodservice and lodging professionals. NRA Show 2012 will be held at its new dates May 5-8, at McCormick Place in Chicago. The event attracts 58,000+ attendees and visitors from all 50 states and 100+ countries, and showcases the latest products, services, innovative ideas, upto-the-minute information about trends and issues and other growth opportunities than any other industry event.

For more information, visit the Show Web site at www.restaurant.org/show, and find us on Twitter @NRAShow, Facebook, YouTube and our widely read blog Floored!

2012 Kitchen Innovation Award Recipients

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Bettcher Industries, Inc. - Optimax Compact - Automatic Batter-Breading Machine

CookTek Induction Systems, LLC -SinAqua™ Waterless Food Holding System

Ecolab Inc. - ActiveView HDI - Health Department Intelligence

Ecolab Inc. - STEALTH® Fly Station

Franke Foodservice Systems, Inc. - Ice Machine Sanitizing Device

Frontline International - Fresh Cooking Oil Box System

Frymaster - Large Vat Fryers (1814 G/E)

Garland Commercial Ranges - Garland Induction Griddle

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Kaivac, Inc. - OmniFlex™ Dispense-and-Vac system

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Lang Manufacturing. - Lang GHP Series Featuring "On Demand Burners"

Merrychef USA - Planar Plume Technology

Power Soak Systems, Inc. - Silent Alert RATIONAL USA - SelfCookingCenter®

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Springboard Biodiesel, LLC The BioPro™ EX

Vitamix - Automatic Mix'n Machine

Vulcan - VTEC - Infrared Charbroiler

Wells Manufacturing - HDW-2 Water Saving Heated Disher Well

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How To Contact:

The National Restaurant Association Restaurant, Motel-Hotel Show 150 North Michigan Avenue Suite 2000

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WOC 2013 will once again feature special product and action areas, including The Producer Center, a marketplace of materials, equipment, demos, and seminars for concrete producers; Material Handling, offering trucks, excavators and more for material delivery, distribution, concrete placement, and earth moving; Concrete Repair & Demolition, housing a display of surface preparation equipment, scarifying, grinding, sawing equipment, and other demolition products; World of Masonry,

showcasing products, tools, information, and technology for masonry professionals; Technology for Construction, featuring the newest products and tools for the commercial construction industry from top information technology and systems providers; and Concrete Surfaces & Decorative Pavilion showcasing the popularity of decorative concrete for both commercial and residential applications.

World of Concrete promotes the show within numerous international media outlets in an effort to attract international buyers and exhibitors to expand business both domestically and overseas. World of Concrete is open to receiving international exhibitors as well as delegations from across the globe who can attend the show to network, see and sell new products and benefit from a world-class education program.

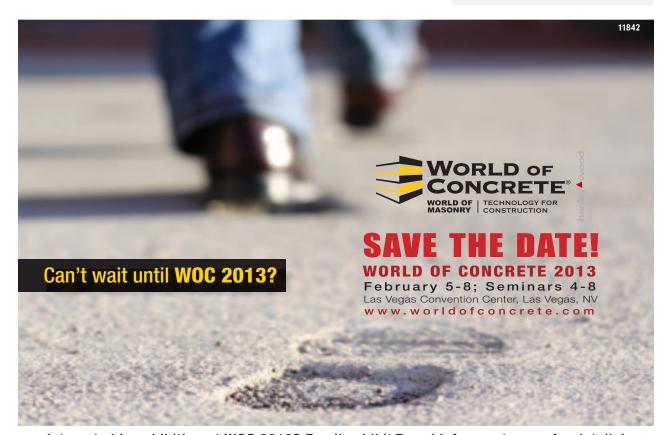
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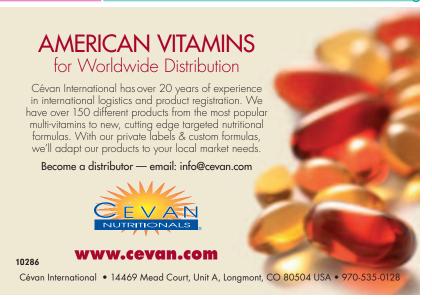
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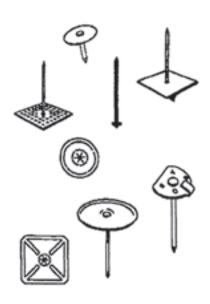
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,	Building/Construction/Hardware 🔲 Services & supplies		4. How much doe	es vour	□ Not relevant					
■ Business Services		☐ IT/Telecommuni	cations	company sper			urchanon havo			
☐ Consumer Goods		Materials		on products a		10. How many po	om companies			
☐ Electrical/Electronics		☐ Medical/Scienti	fic Products	from other cou		as a result of				
☐ Environmental		& Equipment		Less than \$100,0		Commercial News USA?				
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