

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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JIFRAM CELEBRATES 30 YEAR ANNIVERSARY

Jifram Extrusions, Inc., an innovator in the plastic extrusions industry, is celebrating its 30th anniversary.

Founded in 1981 by James R. Fischer and his wife, Betty, the company was created to serve the custom profile extrusions market. The primary custom extrusions business has grown rapidly and the facility has tripled in size and employs forty plus people. Over the past ten years Jifram has expanded its product lines to include a variety of patented consumer goods, visual merchandising items and industrial pallets.

Jifram is committed to American innovation and investment in the community. While many companies are choosing to move operations abroad, Jifram remains steadfast to investment in its "Sheboygan Falls headquartered" *American* manufacturing facility, creating employment in Wisconsin.

The vision of Fischer and his wife, Betty, Jifram was founded in June of 1981. The company continues to thrive on a philosophy of innovation, exemplary quality and superior customer service. Fischer, a 50-year veteran of the plastics industry, has guided the company over the past 30 years, the first 21 as president and the past 9 as CEO. With 14 U.S. patents, 3 Canadian patents and 6 additional pending, Fischer continues to drive innovation throughout the organization. Fischer's most renowned patent was obtained for a Multi-Hook Fastener Member (Velcro) in 1989 when he invented a new process to manufacture a hook and loop fastening system, similar to Velcro. The Velcro Corporation bought out the patent and retained Fischer's services as a consultant for ten years.

A family-run operation, Jifram is managed by Fischer and his sons Steve and Greg. Steve, President of the Custom Extrusions Division, has served the company for 25 1/2 years. He directs operations of Custom Extrusions and the finance and human resource operations of the parent company, Jifram Extrusions, Inc. Greg Fischer, President of the Consumer Goods Division, a 20-year veteran of the company, manages the Consumer Goods Division along with manufacturing and customer service for Jifram Extrusions, Inc. Betty Fischer, Vice President, is still involved in management of the firm.

Over the years, Jifram has been responsive to the needs of its Extrusions customers, adding state-of-the-art extruders, finishing equipment and fulfillment operations. Providing convenience even before the job begins, the company has introduced a unique new web site featuring instant quoting options for its extrusions and custom-sized plastic pallet customers.

The company's penchant for innovation has expanded into the consumer goods industry with original organizational solutions providing wall and attic storage, a heavy-duty hook and loop fastening product, shoulder and pant hanger snap-on bars and shoe insoles.

Thirty years ago the company started out with dedicated employees and an emphasis on innovation and quality. Jim Fischer stated, "We worked very hard and outgrew our first location in a couple of years." Attitude and drive played a major role. Always an innovator with a vision, Fischer focused on 'how' something could be done, never giving credence to those who questioned 'if' it could be accomplished.

Fischer emphasized, "I wish to recognize all of our loyal employees who are an integral part of Jifram's success; we couldn't have done it without our team. I firmly pledge to continue our investment in the community to ensure that Jifram continues to provide superior products and jobs made here in the U.S.A."