

NEWS RELEASE

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FOR IMMEDIATE RELEASE

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JIFRAM CELEBRATES 32 YEAR ANNIVERSARY

Jifram Extrusions, Inc., a leader in the plastic extrusions industry, is celebrating its 32nd anniversary. Founded in 1981 by James R. Fischer and his wife, Betty, the company was created to serve the custom profile extrusions market. The facility has tripled in size and employs forty plus people. Jifram has expanded its product lines to include a variety of patented consumer goods, visual merchandising items and custom built industrial pallets.

The company remains committed to American innovation and investment in the community. While many companies have moved operations abroad, Fischer declared that the firm's Sheboygan Falls American manufacturing facility will continue to grow and create employment in Wisconsin.

Jifram Extrusions, Inc. thrives on a philosophy of innovation, exemplary quality and superior customer service. Fischer, a 52-year veteran of the plastics industry, has guided the company over the past 32 years, the first 21 as president and the past 11 as CEO. With 14 U.S. patents, 3 Canadian patents and 6 additional pending, Fischer continues to drive innovation throughout the organization. His 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 27 years. He directs operations of Custom Extrusions, Custom Built Plastic Pallets, and the finance and human resource operations of the parent company, Jifram Extrusions, Inc. Greg Fischer, President of the Consumer Goods Division, a 22-year veteran of the company, manages the Consumer Goods Division along with manufacturing and customer service for Jifram Extrusions, Inc. Betty Fischer, Vice President, was instrumental in the company's founding and is still involved in operations today.

Over the years, Jifram has been responsive to the needs of its customers, adding state-of-the-art extruders, finishing equipment, prototype capabilities and fulfillment operations. Jifram offers an interactive web site featuring instant quoting and on-line shopping options for its customers. In addition, the company provides constant e-mail communication to keep customers and potentials up to date on new offerings.

Fischer stated, "As we celebrate our 32nd Anniversary it is a time for reflection and focusing on my vision for Jifram Extrusions, Inc. When we started the business in 1981, I was determined to build a company my way where I could use my ideas and leverage my experiences that I had gained from past jobs. I surrounded myself with great employees, and together, we built the dream. I wish to recognize and thank all of our employees and my wife, Betty; I couldn't have done it without you."

"My vision for the company is that it will continue to grow and provide my employees with great jobs and secure futures. To help ensure this growth continues, I am committed to positioning Jifram as a benchmark supplier to our customers, one they will look to for all their extrusions needs."