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### It's Our Mentality: Bigger and Better

Think small, get small. Think small, be small. Here at Unipak, we are nothing near small and our mentality is constantly changing for the better. As we get into our new fiscal year and reflect on the past 12 months, we understand it is time for us to think bigger and think better.

What do we mean? We mean we are changing the way we think in terms of what we want to provide our clients. We will still provide high quality products, short run options, excellent client service, customized solutions, and everything you expect from us. In addition, we will be thinking inside and outside the box, and continue delivering quality service. We will also strive to deliver ideas and suggestions that will make a bigger splash and serve our clients even better. We are intently focusing on satisfying every client and exceeding expectations when possible.

In the past few months, we made some internal changes to improve Unipak in many ways. We moved some team members into different roles, and we know that to be bigger and be better, these leaders will help take us in the right direction through their new responsibilities.

Hopefully, the economy will be on our side this year, but despite the economic downturn, Unipak still held strong and finished the year above projections. We like to believe that through our commitment to staying strong and striving to make every client satisfied and every product high quality, we were able to maintain our client relationships and thrive during such volatile times.

We would like to thank our clients for staying strong with us - and here's to another great year!

### Featured Client: Angiotech (Rich Bond)



**Each newsletter, we like to feature a supplier or client, who helps us be successful and committed to service and quality. This edition features Angiotech, a medical device client.**

**How long has Angiotech worked with Unipak as their packaging supplier?** Angiotech began the relationship with Unipak in 1980 and has remained a client ever since.

**What products does Angiotech provide?** Angiotech is a supplier of medical instruments, sutures and cutting instruments. Unipak works with Angiotech to create custom packaging as part of the medical device division.

**How big is Angiotech?** The company has approximately 1500 total employees, and less than 100 employees in the Vancouver headquarters. <continued>

## Customized Packaging

Each of our clients has different needs and considerations when it comes to defining an effective packaging solution. Because we are focused on providing our clients with the best possible solutions and the highest quality products, we offer customized packaging solutions across the board. With each client, we take time to learn about their product, business, and short and long-term needs, and create a solution that fits.

So what is custom packaging? Custom packaging is an individualized solution, created by a unique team, which is created for specific client needs. We use a custom process to determine how to best serve our clients' needs. We start with researching the company and product by asking questions, and then we tap into our industry knowledge base to make connections. We then

create a group of individuals, which includes a client service team, a qualified sales representative, an efficient design team, a quality assurance team, and an inventory control team. Each team contributes to the group by

positively affecting the final outcome and ensuring all processes are followed. Having this group in place leaves us feeling confident that our final product is high quality and suits qualifications as expected.

### THE CUSTOMIZED PACKAGING DIFFERENCE

**Research. What does the client need? What is their product? What is the industry and are there regulations? Who are the competitors and what are they doing?**

**Customized Team. Gather representatives from client service, sales, design, quality assurance, and inventory control.**

**Delivery. Is the product of highest quality and does it meet the expectations of the client? Is the final product a direct result of the customized solution?**

**Evaluation. Did we efficiently achieve our goals and satisfy our client? Did we create a quality product?**

## Unipak and The Sock



We would like to thank our clients for sharing their experiences with our team. It is always appreciated to hear how we are doing and what we can do to improve.

The Strassburg Sock is a product created to help relieve the pain of plantar fasciitis. Founded on the idea that people should not suffer from the pain caused by their feet, Terry Strassburg created the product and has sold it to podiatrists and direct to consumers since 1995.

The Strassburg Sock uses Unipak for regular and short run projects, and they keep coming back because they always get what they expect.

Terry Strassburg said the following about his latest order placed with Unipak:

“The boxes arrived yesterday and as usual, they look GREAT. Again the service and quality are evident with every order we receive. Your team is AWESOME!!!”

*Thanks, Terry!*

## <Continued> Featured Client: Angiotech (Rich Bond)

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### **What separates Angiotech from others in the industry?**

Angiotech is a global specialty pharmaceutical and medical device company. Angiotech discovers, develops, and markets innovative technologies and medical products primarily for local diseases or complications associated with medical device implants, surgical interventions, and acute injury. At Angiotech, we are redefining success by striving to create novel medical solutions elevating the standard of care and improving lives.

**What is your company mission statement?** Our mission is to uphold a commitment to meeting customer needs and providing quality materials.

### **Has the economy affected Angiotech?**

Being involved in the medical device industry, Angiotech wasn't highly affected by the economy. The medical device industry and medical products are something always in demand. Angiotech is slightly up in business, which is a great thing!

### **With modern technology and the sociological push to "go green," has Angiotech made any changes to keep up with the trends?**

Angiotech makes every stride to do its part and we are compliant with all local and state-level recycling policies.

### **What do you value about working with Unipak?**

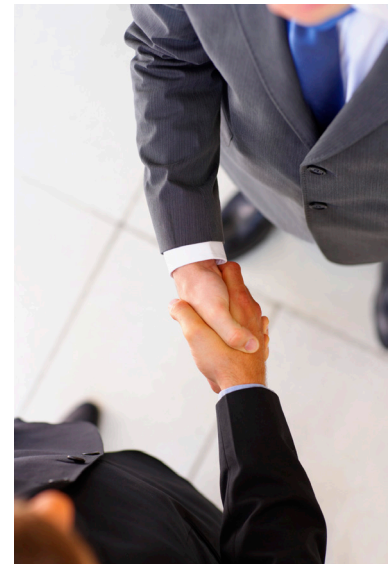
Angiotech has been a client since 1980, so it is obvious we are pleasantly satisfied with the service and products Unipak provides on a consistent basis. The strong rapport between the Unipak sales and client service teams and Angiotech, is definitely a selling point and something that keeps our relationship strong. We also appreciate the geographic proximity, which allows us to have products delivered quickly when necessary.

### **What are some really unique things about your company and/or services?**

Angiotech's products are recognized and regarded in our industry. Like Unipak, we emphasize quality and ensure our products always perform to our strict standards.

### **Why do you think Angiotech and Unipak work well together?**

When there is something we need, Unipak is able to deliver. The Unipak team is always very responsive and up-front, which we respect and value.



*Thanks to Rich Bond and Angiotech for answering the questions and providing feedback!*



## Exciting Announcement

Unipak is proud to announce the reorganization of the Unipak leadership. Unipak's former President, Ted Frain, is now the Chairman of Unipak and is happy to move into his new role and also serve as a contributing CFO. Steve Frain will be taking on the responsibilities of President and COO, and is already making some positive changes. Steve is focused on the larger picture and future of Unipak while keeping in touch with clients. Also, we are proud to recognize Brooks Durham as the Vice President of Operations, and Teddy Frain as the new Vice President of Sales. Brooks will continue to bring enlightened approaches to our manufacturing and product operations, while Teddy will assume the added responsibilities of managing the remarkable salesforce. We are excited about these changes and know this will only make Unipak a better team and a better company!

## Who Is Behind Unipak's Excellent Service?

Our Unipak pride begins with our expertise and experience in the industry. Unipak has the finest team providing knowledge, guidance, consultation and service. In an effort to get to know us better, we are proud to feature the talent behind the business...and explain how you receive the products you expect and the service you deserve!

This edition features, Tracy Strohmets, Director of Customer Service and Design Operations.

Tracy is responsible for managing the die shop, assisting with design, ensuring samples are correct, corresponding with clients and making sure they are updated, and keeping projects moving ahead smoothly - whew!

Tracy's biggest daily challenges includes staying in front of every project, and maintaining open communication between project teams and clients. She believes in the customized approach and knows each project is its own. She strives to keep clients happy and informed, and gets to know their preferred communication channels.

Tracy believes that the better she does her job, the better the process, and the more successful the outcome.

Tracy has worked at Unipak for about five years, but has worked in packaging and customer service for over 11. The part about her job she likes the most is teaching others within the Unipak team and seeing a final project come to fruition.

Tracy is a well-respected member of the Unipak team and has a knack for bringing everyone together and keeping everything on track!



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