



Solutions

4th Quarter 2010

As the year draws to a close we have much to be thankful for, and in turn, to be optimistic about for 2011.

For starters, Cesco has grown 20 percent this year, spurred by our introduction of several exciting new products, and from our dedicated consulting work that has helped our clients to improve profitability by helping them work smarter and more efficiently in tight markets.

Our growth and success has allowed Cesco to add staff, purchase equipment (application, manufacturing and logistics), invest in new technologies and develop new products. (Please note related stories in this issue, and in previous editions of this newsletter.)

As President, my greatest satisfaction has come from being able to keep everyone employed during these trying economic times, especially right after the economic crash in 2008-2009. Our people are this company's greatest asset, and I am very proud of how we pulled together, and succeeded as a team under some very trying circumstances.

Another positive is Cesco being able to hire three extremely qualified people this year (all previously unemployed). As a result, we are stronger and should take pride in how we are contributing positively to a US economic recovery by helping our customers, exporting our chemistries and creating jobs at home. Please continue to buy our high quality American goods!

Lastly, nobody knows what the future holds. But if past performance is indeed a predictor of future success, then I am really looking forward to the new-year with tremendous optimism. I hope you are too, and very much appreciate your support of Cesco and the way we work.

Enjoy the issue,

*Karl Larsen, President
Cesco Solutions, Inc.*



Vinyl Master Cleans Up
"Disruptive Technology" Is A Real Game-Changer

CASE STUDY: HS-130 LV
Solves a 'Sticky' Situation

Cesco's revolutionary new product for cleaning all types of vinyl surfaces is meeting with strong market demand and critical praise. "Response to Vinyl Master has more than exceeded our projections," said Karl Larsen, Cesco's President. "The guys that use the product are responding to us that Vinyl Master is a real game-changer, with the potential for other new uses and applications."



Introduced to the market just this October, Vinyl Master is a proprietary cleaning solution that is applied topically, allowed to sit for a few minutes, and then hosed off with water - typically with a pressure washer, and no scrubbing!

"Cleaning vinyl surfaces has typically been problematic," according to Dr. Jeff Mao, Research Chemist and Project Manager for Cesco. "Printed vinyl surfaces (as typified by signage) are generally hydrophobic materials, meaning that dirt, oil, carbon, road grime, and other materials form a matrix that can be very difficult to remove without damaging the printed surfaces."

Unlike traditional cleaning agents, Vinyl Master does not require any surface scrubbing, and does not damage surfaces (such as signage). In addition, Vinyl Master is non-toxic, biodegradable, and environmentally friendly.

"Being able to spray the product on and then just rinse it off is a tremendous labor saver," noted Cesco's Jim Ray. "Companies have a lot invested in their signage, and it is critical that it reflect professionalism and cleanliness. Vinyl Master helps us them achieve this, and saves money at the same time."

"It's the best soap I've used on vinyl to remove carbon deposit and road film build up," states Sammy Vega, Owner of Vega Enterprises San Diego, CA.

"I see Vinyl Master as disruptive technology - but in a good way," added Larsen. Although noting that Cesco was looking into other potential applications for Vinyl Master, neither Larsen nor Mao was willing to comment on what might be next for this amazing new product.

For a quick two minute demonstration, just

Problems with "stickies" are costly, inconvenient and in most cases, a recipe for various recycled papermaking problems such as picking, holes, sheet defects and poor runnability (downtime).



Stacks of stickies.

For a recycled newsprint mill, the problem with stickies was rapidly edging towards disaster until Cesco was contacted to help address the problem.

For those not familiar with the term, stickies are the broad class of deposits that contain synthetic contaminants from the break-down of adhesives in recycled wastepaper. Hot melts, contact adhesives, and xerographic inks comprise the three major sources of stickies.

During the paper production process, stickies build up in the manufacturing equipment and diminish otherwise high quality paper products. The problem is fairly common, but the impact - and damage - can really gain momentum over a short period of time. For this mill, the issue seemed manageable, using "old school" high alkaline and solvent products from one of the largest specialty companies in the world.

But then problems began to accelerate: Lost productivity, increasing costs, severe odor complaints, destroyed dryer fabrics, and a fire (or two).

"Cesco was called in because the mill wanted to address the root cause of the stickies problem, and not just provide a topical quick-fix," said Paul Aegarter, Cesco's Vice-President. "Cory Fitzpatrick is our project manager at this mill and I told him that every situation is different, and there is no 'one size that fits all' solution that is appropriate over the long-term. However, our first priority was finding them a product that safely cleaned stickies from the dryer section."

Cesco HS-130 LV was selected by the Cesco Lab to effectively remove the stickies buildup on the dryer fabrics and rolls. After application, the Machine Superintendent stated "I've never seen anything like it in my life ... the stickies were just rolling off and onto the floor." Thanks to HS-130 LV, the machines are running cleaner now, and Cesco has been invited to address other issues for this recycled newsprint mill (i.e. Cesco provided a new

[click here.](#)

NEWS BRIEFS

Woodward Takes on Paper Scaling

Tom Woodward, Cesco's Senior Technical Consultant has been hard at work on a breakthrough approach to paper scaling. Incorporated into the pulp and paper manufacturing process, Woodward's development

promises to help plants significantly reduce production times and energy consumption. More on this story as it develops.



Tom Woodward works with his team.

Making a Kiwi Connection

Cesco has just signed a major distribution agreement with New Zealand-based **Parrac Ltd**, developers of BioTreat C-1, an environmentally-friendly agent that controls sapstain in lumber while improving fiber strength and reducing the amount of required bleaching agents.

New Production Manager Named

Jason Jones has been named Production Manager at Cesco's Baytown, Texas facility. Welcome aboard Jason!

Cesco Unveils Two New Products

Cesco continues to innovate and introduce new products. A couple of recent additions worth noting include **Red Mist**, which is applied to restrict surface calcium build ups with apples, and **AR-300**, which prevents stacked asphalt shingles from sticking together - a significant problem for asphalt shingle manufacturers. AR-300 is just the latest product application to come from Cesco's family of non-toxic asphalt release agents that also includes AR-400, profiled in our previous issue.

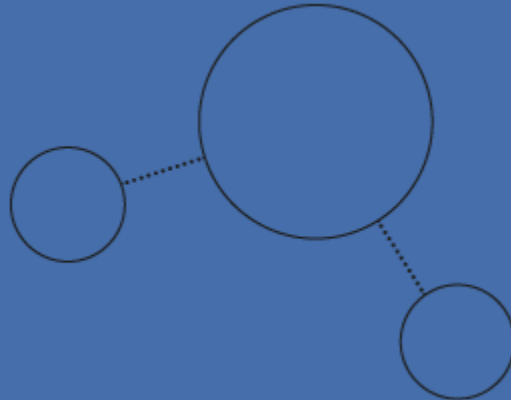
automated HelioJET FB-130 and is helping reconfigure their showers).

"This was a good project, in that the client saw immediate benefits," concluded Aegerter.

"They are very serious about staying competitive, and doing what needs to be done in order to retain their competitive edge. We worked hard to solve some long-term issues, and I think they are going to be stronger company going forward because of how they chose to address these issues."

New Website Feature for 2011

Coming to the [Cesco Solutions Website](#), you will soon be able to access a library of past articles which have appeared in previous issues of the *Solutions* Newsletter. If you know someone who might be interested in receiving this newsletter, please use the easy Forward Email link at the bottom of this page.



Human Chemistry - Happy Holidays from Cesco!



The chemistry set last Christmas worked out great. So great in fact, that this year the only thing I'm asking for is some consulting time with a top patents attorney — and a marketing budget!

As 2010 draws to a close, please accept our best wishes for a joyous holiday season. We appreciate your ongoing trust and support, and look forward to being your source for innovative solutions in the year to come. Please call us any time to discuss your needs, toll free at 800.241.9110.

Sincerely,

Karl Larsen, President

Cesco Solutions, Inc.