



# Solutions

Summer 2010

Cesco has some exciting news ...

But first, let me say a quick thank you to all those who took the time to comment on our last issue. I value your input, and appreciate your feedback.

While many businesses are still struggling with the on-going effects of the worst recession in seven decades, we feel fortunate to have passed through the worst of it.

Our sales are up by double digits from last year, spurred by customers seeking to do better by working smarter. While the awareness of what we offer is underscored during tough economic times, the value Cesco provides never goes out of style.

**Okay, on to the BIG news:** Cesco is currently readying for market a new bacterial enzyme blend which will either greatly reduce - or could replace altogether - the current lineup of manufactured chemical biocides used to prevent lumber staining (sapstain).

Our new product, based on a naturally-occurring (but specialized) fungi strain, has tremendous potential on a number of fronts, not the least of which is completely removing the issue of toxicity from this critical manufacturing process.

This new product, Cesco E-210, is just one of the many game-changing chemistries being commercially developed by Cesco.

This is an exciting time for the chemical industry, and we are honored to be the company our customers think of first for innovative solutions.

Enjoy the issue,

*Karl Larsen, President  
Cesco Solutions, Inc.*

**New Food Product Line  
Manager Named**  
Meet James Ray, Product Line Manager

**Cesco Paves the Way with  
New Asphalt Release Product**

James L. Ray of Washington state has been named Cesco's new Product Line Manager, in charge the company's food plant cleaning & sanitizing operations in North America.



James Ray

"Cesco has a great story to tell, and I'm looking forward to adding a few new chapters," states Ray.

Before joining Cesco, Mr. Ray had already established himself as a sales leader and account manager for the chemical industry. At Cesco, Mr. Ray's scope of responsibilities reflects his drive and talents, as well as his personal interest in ethically serving the Food Processing Industry.

Mr. Ray is a man who believes very much in doing things the right way, with efficiency, and with a fierce dedication to what's in the best interests of his customers. In addition to leading the North American sales effort for the food industry, Mr. Ray also works with others in Cesco's rapidly growing worldwide sales network.

A veteran of the US Marine Corps, Mr. Ray is married, and the father of four. Fluent in Spanish, he enjoys music, reading, and traveling - particularly throughout Latin America.

James Ray may be reached at (360) 920-6200 during normal business hours (Pacific Standard Time), or by email at [james.ray@cescosolutions.com](mailto:james.ray@cescosolutions.com)

## Paper Mill Fights To Win Cesco Helps Improve Efficiency

Take an extremely competitive industry and throw in the worst recession in decades and you have a real recipe for disaster.



And yet, a Washington state-based pulp and paper mill, is fighting back - and winning, thanks to some help from Cesco Solutions.

It's that time of the year again when roads and highways everywhere are either being built or resurfaced.

This year, however, there's one significant difference, thanks to Cesco's proprietary new product line of asphalt release (AR) solutions.



A tough job made easier.

Developed by Dr. Jeff Mao, these new AR solutions offer several advantages over diesel oil, which has been traditionally applied to keep hot asphalt from sticking to metallic surfaces such as truck beds.

"Not only are these asphalt release solutions better lubricants and barriers than diesel, they are also non-toxic," said Mao. "In addition, our AR solutions do not compromise the quality of the asphalt in the way that diesel does. This is a win-win for all concerned."

Mao, a chemist and Project Manager, works at Cesco's lab facilities in Bellingham, WA. Since its introduction, the AR line has been drawing rave reviews from users.

"AR-400 is vastly superior to diesel on every count, and the out-of-the-gate customer response has been great," stated Danny Callahan, Gulf Coast Regional Sales Manager for Cesco. "It saves our customers money and manpower upfront, while providing a non-toxic and sustainable alternative to fuel oil."

Cesco's AR formula is customized based on the intended application, with common usages including roofing, road, driveway and trail paving, as well as flooring, parking lots and industrial applications.

## Introducing Chris Evans Pulp & Paper NW Division

Last year, this Northwest mill committed itself to an ambitious, across-the-board program to improve efficiency and cost management.

Included in these efforts is a partnership with Cesco, which began its work in November of 2009. Specifically, Cesco was entrusted with improving performance and efficiency in two key performance critical areas: the DAF Clarifier and the Hot Stock Defoamer.

Dissolved Air Floatation (DAF) is a common means of solid/liquid separation for treating wastewater and to clarify water for re-use. Typically coagulants and flocculants are used to destabilize colloidal suspended solids so they can be separated efficiently. If the solids are from recycled fiber, they can contain a host of unwanted contaminants such as stickies and wax. Increasing the efficiency of a DAF Clarifier through proper chemical treatment can reduce contaminants that are re-introduced into the paper-making process.

Cleaning up the clarified recycled whitewater has, along with many other important process enhancements in the mill, resulted in cleaner recycled stock with fewer stickies-related problems on the paper machine. Since program inception, there has been a dramatic reduction in unscheduled downtime related to stickies.

With the Hot Stock Defoamer, Cesco targeted the foaming action, which varies widely in many hot stock washing processes. Defoamer addition is usually manually adjusted to control foaming and enhance drainage. Because the foaming tendency in the process is not typically measured, manual defoamer control often results in process upsets and over-use of defoamer. An entrained air probe has been utilized, along with a control system, to optimize hot stock defoamer addition. So far the results have all been very positive (>30% reduction in defoamer usage), and both parties seem pleased by the success of the Cesco defoamer (DF-4530) and chemical feed application technology.

"This mill is really looking to the future," noted Paul Aegerter, Cesco's Vice President. "They realize that even small steps will have great impact over time. We are proud to be a part of these efforts, and feel honored to have been chosen for such an important task by an industry leader."

Chris Evans has become the latest addition to Cesco's national sales force focusing on serving the Paper & Pulp Industries.



Chris Evans

Evans, a resident of Washington state, will serve the territory covering southern Washington state and Oregon.

Mr. Evans holds a Bachelor of Science degree in Business Management from San Jose State University. He has 10 years experience in sales, and five years in management, with three years dedicated to serving industrial accounts.

Chris Evans may be reached at (360) 920-6180 during normal business hours (Pacific Standard Time), or by email at [chris.evans@cescosolutions.com](mailto:chris.evans@cescosolutions.com)

## Summer 2010 STAR Achiever Award Honors the Best of the Best

Paul Aegerter is the latest Cesco team member to be honored as a STAR Performer.



The award, which recognizes exemplary performance, was presented by Cesco President and CEO Karl Larsen during a ceremony in Bellingham, WA on July 16, 2010.

Paul Aegerter is congratulated by Cesco President Karl Larsen

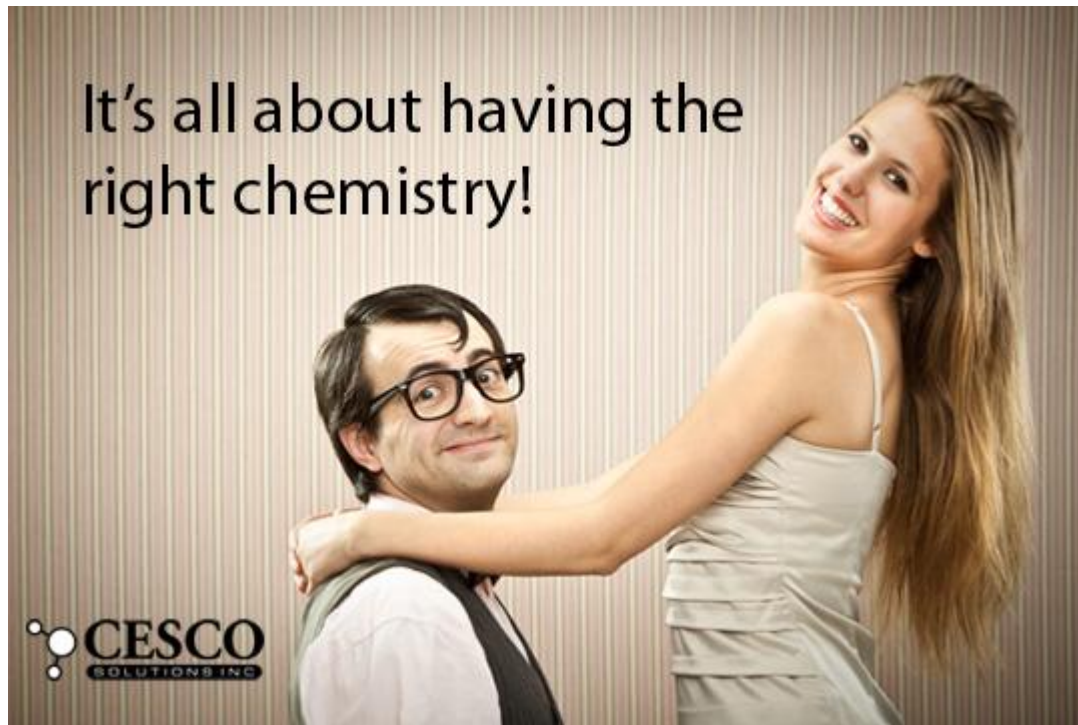
"Paul is living proof that nice guys finish first," quipped Larsen. "His tireless dedication and service are an inspiration, and reflective of what we as a company aspire to be."

Mr. Aegerter joined Cesco in 1997, and currently serves as Vice President.

Congratulations Paul!

*STAR is an acronym for "Sales Talent Acquisition Retention," a process utilizing the Objective Management Group (OMG) screening tools as a means to recognize key contributions by staff across several metrics.*

## Cesco Photo Funny - Summer 2010



We hope that your summer is going well. As we continue to grow and expand as a company, we look forward to further developing the personal relationships we enjoy with our clients - please call us any time to discuss your needs, toll free at 800.241.9110.

Sincerely,

*Karl Larsen, President  
Cesco Solutions, Inc.*