

## Lessons From Life #21 No Ice

It's an interesting experience growing into this role of Managing Director. When Tina and I started this company nearly 26 years ago, it was a two man (actually ONE man and ONE woman) company. So when it came time to get some business cards printed, I felt that it was ostentatious to have on my business card --- "MANAGING DIRECTOR".

Managing Director of what, whom?! So I left it out, and still all these years later, my card is the only one without a title.

My children chide me about this; "BUT Dad, you have to have a title on your card. I mean there are 90 people in this company now people have to know that you're the boss".

"Why" I counter "Do I need a title?" "People should look at me, judge ME, and not the title. And by the way, I'm not the REAL boss, your mother is!"... Come to think of it, Tina too doesn't have anything on HER business card... See, she felt the pretentiousness of it all too back then.

And, by the way, why is she always referred to as "Tina the Real Boss"? Well, way back when we had grown into a 3 woman, and 4 guy company, I started to travel a lot... TONY and TERRY were still learning their stuff in the lab, so I was the only one, on the road.

So, one fine day, somebody calls up to talk to the BOSS (To try and sell us stuff that we didn't need)... So Belinda puts the call through to Tina... The super suave, sophisticated salesman hears a WOMAN's voice and says;

"I'd like to talk to the boss"

To which Tina answered "I am the boss"

"Nah, you don't understand, I'd like to talk to the, REAL Boss"

"I AM THE REAL BOSS!"

See, misogynists make lousy salesmen, right!

My family and staff, by the way, also feel a need to protect me, in other ways too. E.g. To make sure that I'm up to speed when I meet new people... They'll remind me of who I'm meeting... What the current state of play is... The Do's and Don'ts of the upcoming discussion.

I find it all so cute. I consider myself as a working class, Managing Director, who still decries the airs and graces, that's supposed to come with the job. I like to ask my own questions. I'm never embarrassed to ask the occasional dumb question, to ascertain FOR MYSELF, the current state of play.

As Bill Rutherford, in his younger days, once told me; "George if the conversation isn't flowing, ask ONE dumb question, to get the ball rolling!" I still do, Bill, I still do.

I've even been known to mix the occasional bucket of polyurethane, to show the customer, how to do it! But touch wood, I've never had to sleep on the floor at the end of a "bucket and stick" day!

So, ALL, the people around me, feel a need to protect me.

For example, Michael Moey, Dave Weir, Deborah and I, were in China recently, seeing some customers. Our host that night

Continued Page 2

## Room to move at Samos Ena

**Samos  
Ena**

After 10 months of pouring concrete, laying bricks, installing pipes, cables, walls and floors, the construction of our brand new two storey, 500 square metre (5000 square feet) building is now complete.

The production facility at Samos Ena is about 20 years old... So it was well overdue for a major overhaul. What we ended up with was;

- **TWO Quality Control Laboratories:** Both Narain, our Prepolymer QC Chemist and Farukh, our QA Manager, are enjoying the brand new facilities. The competition is now on, between Reg at Samos Dio and Narain at Samos Ena, as to who can keep their lab sparkling clean.
- **A Production Control Office:** On the lower level facing the factory floor, this space will accommodate all of our future production needs, as we continue to automate our production facilities.
- A training / meeting room, where Shannon, Sam and especially Sharon, can do their training stuff.
- Lots of offices and enough room for the boys, to eat, play and clean in luxury!



AND, if you think that all that is good, you should see what we are doing INSIDE the factory!

Before



After



## ERA'S FIRST 20 YEAR EMPLOYEE

In 1992 Era was fortunate enough, to employee someone, who has become an integral part of the Era family.

He's one of those people that this company, just can't do without.

He gives it his best..... EVERYDAY.

I've watched him grow, and mature, these past 20 years.

He's learnt to talk FAST, just like his boss.

He's learnt to bob his head around, just like his friend, Madhu.

He's learnt the fine art of selling. The fine art of creating relationships.

He's learnt to THINK.

He is Era, through and through.

He's an employer's, employee.

Happy Birthday...TONY HATZIKIRIAKOS





ordered the speciality of the house, which in English translated to something like "STINKY FISH". When the waitress walked into the dining room with it, Michael and I winced, at the smell... And I mentally checked myself, as to how many Imodium's I had in my bag - YES, it was THAT bad...

Brett Despoges may have slept on factory floors when he did his China duty, I bet however, that HE never had to endure a "Stinky Fish" dish!

I figured that I was going to need something stronger, than Chinese Tea to wash it down, so when it came to ask over dinner for my obligatory SODA Water, Michael pipes up and adds on my behalf, "NO ICE".

I found that remarkable, because Michael's father MOEY also does the same thing for me when WE travel together. So Moey is teaching HIS son well, to look after his boss.

Why "NO ICE"?... Well in strange and faraway lands... SOMETIMES, Ice isn't made from the purest of water... So you can get ummmm problems (I'm thinking why is Michael worried about bugs in the Ice, we have to get through the Stinky Fish, first!!) ANYWAY my counter, that I NEVER travel without my Imodiums, carries no weight with Michael and Moey...

So, it's always; "NO ICE"... BUT I LIKE, ICE...

"Why, George?"

Well it goes back to the "50's", in Paddington, Sydney... Back then you had to be REALLY rich, to have an electric fridge. If you were half rich, you would have a GAS fridge, and if you were like us, you had an Ice Chest... which meant of course, that you had to put a block of ice in it, every week. So the Ice Man would come once per week, to deliver your block of ice.

He had a flat truck, loaded up with ice blocks, and covered with a canvas... When he would roll down Neild Avenue, a dozen kids, including yours truly, would run after the truck, begging for a piece of ice... he would often times oblige and chip off a few slivers for us... So we would be in heaven on a hot summer's day, sucking on our ice, feeling like RICH kids who could afford REAL Ice Cream...

And all my life, every time I suck on an ice cube... I'm AGAIN, this chubby Greek boy, reliving my memories.

So, as I trawl the world, looking for friends and the occasional polyurethane order... any chance I get, I suck on some ice...

In fact, last week I was in Singapore and the week before Malaysia... So for 10 days with Moey and Michael, I'm, "Ice Free".

So what did I do, on Saturday night, when I was by myself...? I devoured a Kajang ICE Treat, from one of the hawkers' stalls in a basement on Orchard Road... whilst I read Steven Hawkings', "The Grand Design".

But, when you get to 62, your kids ask you... "Is that what a Managing Director should be doing, sucking on an ice cube?" "Aren't you too OLD for that, dad?" "Shouldn't you be more sophisticated than that?"

Well, at my ripe old age, I am reading books on how Quantum Physics proves that the Universe materialised from NOTHING and because of that, God doesn't need to exist! Isn't THAT sophisticated enough?

That should count for something, right?

And besides, what "Managing Director"? Have a look at my card... What does it, say?

## "Global Reach, Family Values"

### Era's Distributors – Introducing Química Anders and Makro Chemical



**Química Anders - Peru**  
[www.qanders.com/](http://www.qanders.com/)

Química Anders have been a distributor of Era Polymers in Peru for approximately five years. Química Anders' main business is centred around the paint and plastics industries but has also diversified into the personal care, construction, graphical arts and food sectors.

Química Anders is directed by Mr Peter Anders Moores and since their alliance with Era Polymers, we have seen a steady growth in the Peruvian

market for our polyurethane elastomer products. The polyurethane team at Química Anders is looked after by Robert Rickards and Peter Anders Hornung, both have contributed significantly to this growth. Their hard work and dedication has been an integral part of Era Polymers success throughout Latin America...

Congratulations and thank you to all the team at Química Anders.



**Makro Chemical - Turkey**  
[www.makrochemical.com/](http://www.makrochemical.com/)

The internet is an amazing portal for business. Back in April 2007, we received an email from a company in Turkey who said they could sell our polyurethanes. A few discussions later, and we had our first order from them.

In August, George and Alex stopped off to visit our new agent in Turkey, and it was a meeting where everything felt right from the beginning.

Firstly it was summer in Turkey, so we began dinner on the Aegean coast after 9pm. Secondly, we fell in love with the food, people and culture instantaneously as it's so similar to Greece (being neighbouring countries for thousands of years can do that to

two countries I guess). Thirdly, it was a family run business like ours, where Gökhan and Baris sold the PU, and Filiz was the matriarch that managed the office and the money. Fourthly, they knew their market very well, and in a market of 70 Million+ people with a very young average age, there is lots of room for growth in all industries including PU.

Now after many visits to Turkey since, we're still in love with the place, and the fact we get to do business with such a great company, and more importantly great people, makes it even more special.

## ISO 9001 Audit

Era Polymers successfully completed its ISO audit on the 5th of March 2012. The audit was the triennial re-certification audit of Era Polymers Pty Ltd's Quality Management System (QMS) at the Banksmeadow site.

Era Polymers has had a steady increase in business and has implemented various initiatives to assist business growth and also the effective implementation of the QMS. It was found to be evident that the QMS continues to provide a suitable level of effectiveness in assisting the business to ensure processes remain standardised and consistent.

Previous audit findings of adequate and effective management participation and good customer focus continued to be demonstrated in this audit, along with effective tracking of objectives to demonstrate continual improvement. Internal audits and corrective action processes are conducted to assist the improvement process. No new non-conformity has been identified. System documentation continues to be adequate with good document and records control.





## A New Generation Solvent Resistance Curative - Eracure C32

Isonol 93 has been around for many years as a curative for solvent resistant rolls and has worked very well. As always, customers want the excellent solvent resistance that Isonol 93 provides, but also better physical properties to allow rolls to simply last longer physically in ever more demanding applications.

We are pleased to introduce **Eracure C32**, developed to address these very issues and the good news is, along with better physical properties the solvent resistance has also been improved in many cases.

As with Isonol 93, the **Eracure C32** is liquid at room temperature making processing very easy.

As an example, please see below the improvements in Tensile Strength and Tear Strength and then also, the improved solvent resistance, when cast with SDR55A.

Physical Property	Change
Hardness	No Change
Tensile Strength	20% Improvement
Angle Tear	90% Improvement

Solvent Resistance	Change
Xylene	16% Improvement
Cyclohexane	No Change
MEK	26% Improvement
IPA	No Change
Toluene	25% Improvement
DBE	9% Improvement

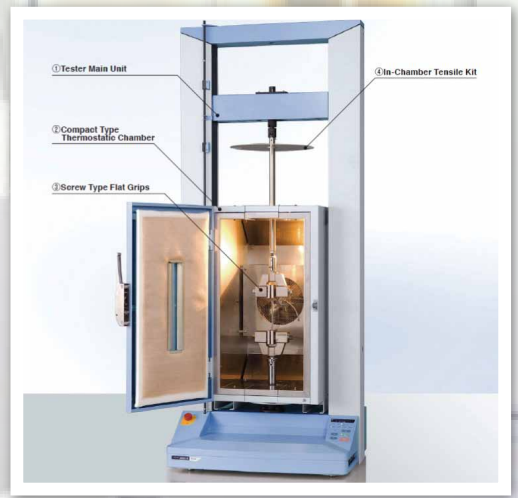
For more information on **Eracure C32** and our other curatives, please contact your local technical sales representative.

## New Cryogenic Testing Equipment

Era Polymers is setting up Cryogenic Testing capabilities to support Australian business ventures for the Oil and Gas exploration projects in Western Australia.

This new Autograph AGS-X testing machine fitted with Trapezium Lite-X software is capable of testing Rigid Foam and Cast Elastomers at very low and elevated temperatures (-180°C up to 320°C) using a nitrogen blanketed thermostatic Chamber.

This new Cryogenic testing equipment (pictured below) will enable Era Polymers to expedite and simplify Cryogenic testing in Australia.



## Fire retarded sprayfoam wins praise from applicators

**Ecofoam RS2032FR** spray foam is winning praise from applicators Australia wide for its ease of processing. The main benefit of **Ecofoam RS2032FR** as a quality spray foam is its fire rating to Australian Standard 1530 Part 3.

The foam when sprayed through a range of Graco spray equipment has a smooth appearance and the low viscosity of the polyol enables easy processing by the applicator.

Additional benefits of this foam include consistency of processing and its fine cell structure that allows for excellent insulation in domestic and commercial applications. The spray foam is designed for applications demanding excellent fire ratings and premium quality.



## New NZ Sales Manager



In January this year, Wayne Brown joined our Era Polymers team in New Zealand. Wayne will take on the National Sales Manager role and will bring a wealth of experience to the team.

When he is not taking care for our growing list of customers, Wayne enjoys some lifestyle farming, trout fishing and scuba diving – although we are not sure how he finds time for any of these activities, when he has to take care of five daughters!

Welcome on board Wayne!

Meet the Era and Samos Team



**Wendy Charlie**  
Export Officer



**Craig Carter**  
Plant Operator

Gee, I haven't written about Wendy as yet. I had better, cause she'll be on maternity leave in a couple of months. She promised to Tina, by the way, that she will be back... in TWELVE MONTHS... Tina has witnesses, so there's no excuse... Right, Wendy!

Wendy is a delight to employ; highly intelligent... she picked up the job, and ran with it, literally, a few days after she'd started. As Tina likes to say...

"She has given me NO problems, No headaches. She comes in, does her stuff with aplomb and grace. She's bonded with the team and the company... well. She's always got a smile on her face."

The only problem she has is that she works in the front office, and Louise's office is in the back... So now that her centre of gravity is shifting... It's a chore, and a challenge, to make it down to the back in quick time... Such is Life.

All the girls, and even some of the guys, can't wait for the baby to come, Wendy...

And we can't wait until you return...promise?

Active, dedicated, organised and HARD WORKING, are the words that enter my mind when I think of Craig.

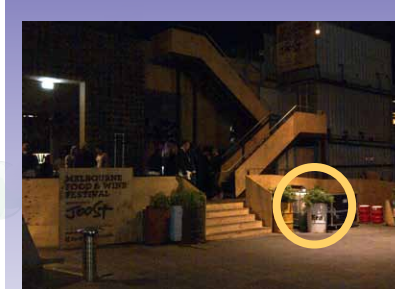
He loves BIG batches - the BIGGER the batch size, the better, why? He has to keep busy. You will never see him standing still or twiddling his thumbs wondering what's next!

Aside from his wife Tracey, and his three daughters Marrison, Allana and Gema, his main passion in life is motorcycles...

AND if you ever visit Samos Dio, you will find the cleanest, most pristine looking motorcycle in the car park!



*Winners are Grinners: A few members of the Era team celebrating a recent win for the Dragons.*



Melbourne is a classy place, right? It is the Food capital of Australia, right? So how does a restaurant differentiate itself from all the other background noise?

Flower pots made from Era drums, that's how!



Recently, Tony's wife, Penny and their boys, Nicholas and Ilias were featured on the Channel 10 News. Apparently, they were one of five sets of twins starting Kindergarten at Clemton Park Public School... I wonder what was in the water five years ago! If you missed the story, click on the link below.

[https://www.det.nsw.edu.au/blog/973564-throwthestarfish/entry/twice\\_the\\_fun#](https://www.det.nsw.edu.au/blog/973564-throwthestarfish/entry/twice_the_fun#)

Who's new to the Era Team?

- |                                |                |
|--------------------------------|----------------|
| Era NZ National Sales Manager: | Wayne Brown    |
| Receptionist:                  | Brooke Caruana |
| Chemist - Elastomers:          | Nilton Roese   |

For more information on any of the products featured in this Newsletter please contact Era Polymers on +61 (0) 2 9666 3788 where one of our representatives will be able to assist you. Alternatively email [erapol@erapol.com.au](mailto:erapol@erapol.com.au)

Strategic Alliances

