



Hello Coldwater family and friends! Spring is here, or coming soon, and we hope some improvements in the world economy. It has been a rough few months for everyone, but it has also been a good time to focus on getting better at what we do. We hope to help our customers get better too by providing them the new benchmarking data below. Thank you for your help and hard work.

- David Withers, President

Benchmarking Data

of suction roll operating intervals

Coldwater Seals, Inc. now provides benchmarking data on suction roll operating intervals by position and paper grade.

Many of our customers run formal and sophisticated operational excellence systems using tools such as Kaizen, or Six Sigma. Others have less formal systems, but still strive for continuous improvement and benefit from measuring themselves against their peers and competitors.

Coldwater Seals is the world's largest supplier of suction roll seals. With facilities in the US, UK and China, and distributors in many other countries, more than 2000 sets of Coldwater suction roll seals are installed around the world every year. As a result, we are uniquely positioned to observe the running intervals of suction rolls across all grades of paper and machine positions.

This data summarizes our analysis of over 1500 selected orders from the last few years where Coldwater was believed to be the sole supplier through the time examined. This data should represent a statistically significant sampling of the actual operating intervals of our customers.

This data also provides our customers with new benchmarks to compare their operations to and targets for future improvements. We will update this data periodically, or as we see any material changes.

The average run times by position are fairly consistent ranging from 10 to 15 months with many just over one year. This result is expected as annual outages often cause roll changes without regard to roll condition. However, the beginning of the top quartile is almost twice as long, ranging from 17 to 27 months, so many rolls are now being run significantly longer. It surprised us that press rolls actually had longer running intervals on average than couch rolls, though the difference was not great. It also surprised us that operating interval did not seem to correlate with machine speed. Printing and Writing machines exhibited significantly longer operating intervals than any other grade in every position we tracked.

Among the best performers, there were a significant number of intervals exceeding 3 years with a few from each grade and position. The very longest intervals were in excess of 4 years.

Many of the rolls in this data were beneficiaries of Coldwater's custom fitting service that adjusts the size of the seals based on dimensions taken from the roll shell and suction box. In addition to longer operating intervals, this service also allows the roll to operate at lower air tube pressures, which reduces drag load saving power.

This data will be distributed to all Coldwater customers through email or our sales network. Our sales managers for the US and Europe are pictured on the back, and can provide additional copies.

Roll Position	Paper Grade	Average Days	Top Quartile (>Days)
Couch	Packaging	351	650
	Newsprint	419	700
	P&W	455	780
	ALL	400	720
Pick-up/Transfer	Packaging	306	525
	Newsprint	406	550
	P&W	467	650
	ALL	379	580
Press	Newsprint	383	600
	Packaging	446	830
	P&W	457	850
	ALL	444	760
Pressure	Tissue	366	550
All	Packaging	351	650
	Tissue	382	560
	Newsprint	385	620
	P&W	473	740

*Strive for continuous improvement in all tasks and duties.
Embrace and create change and innovation.*

Customer Feedback

Australian Paper - Maryvale
Anthony May - Roll Shop Team
Leader/Planner
"We trialed a Coldwater ColdFlex plain in our PM5 1st Press Suction Roll. The seals in this roll (from another supplier) typically only last 8 months, and require replacement due to excessive wear. The trial piece provided by Coldwater not only performed well but it appeared to wear less than the other seals. We measured the wear and discovered that we were able to re-use the Coldwater ColdFlex trial seal and had to scrap the other seals. We are comfortable with what we have witnessed so far, that using Coldwater ColdFlex would be one of the contributing factors to allow us to run this roll longer and eliminate the need to replace seals every 8 months."

Neenah Paper - Neenah, WI
Paul Borek - PM 8's Continuous
Improvement Manager
"We saw positive results from Coldwater's unique Bridge blade. We are now trialing several designs of their multi pulse foil to increase efficiency on our drainage, as well as improve our formation. We have seen improvement on our wireside fiber dispersion."

Moments - ASPI

David Withers, 2008-2010
President of the Association
of Suppliers to the Paper
Industry (ASPI) presents
Mike Jackson President of
Verso Paper with the 2009
ASPI Customer Executive
of the Year Award at the
Verso headquarters in
Memphis. Also shown on
the far left is Bob Gallo
President of Voith Paper in
North America, and on the
far right, Rod Fisher
President of Fisher
International.



Kevin Frank of Voith, Susan and David Withers, and Jukka Tiitinen of Metso were the winning golf scramble team at the Spring ASPI meeting.

People - Sales Management



Tom Vanlieshout tvancieshout@coldwater-appleton.com
US Northern/Western Sales Manager



Brett Pitre bpitre@coldwaterseals.com
US Southern Sales Manager
at a secure undisclosed location ☺



Karl Whelan karlwhelan@btconnect.com
European Sales Manager

CORE PURPOSE — To provide knowledge, services and consumable products to niche markets that reduce the costs or improve the quality of our customers' industrial manufacturing processes



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