



ShepherdReport

VOLUME #1

ISSUE #3

Message From Todd Shepherd

As part of the Shepherd clan, and the guy who is responsible for our sales group, I wanted to send out my personal thanks for your kind response to our first two issues of our newsletter. We heard from a number of our current (and past) customers, commending us for our efforts to stay in touch via the newsletter and for keeping them apprised of the latest advances in Thermoforming and plastics technology. We also received responses from prospects who weren't aware of Shepherd's capabilities and reputation for problem solving. Our story on the Bee-O-Sphere project in Issue #1 drew a lot of interest, and proved how a team composed of customers who are looking for solutions working with an engineering group of solution providers can come up with exactly the right product at the right time. It's a fascinating story, and I will be glad to send another copy if you missed it.

The story on the Thermoforming vs. Fiberglass in our second issue also came up a winner, as a number of companies are quickly coming to the realization that Thermoforming in many instances is not only more cost effective than fiberglass products, but always much more environmentally friendly - a big plus in today's green conscious society.

Your support for our newsletter is heartwarming, and I think you will find this current issue just as rewarding. You will meet Debbie Edwards (whom many of you know on the telephone), and get an outline of our new seminar on Thermoforming. We tell you how you can get technology information on-line from our engineering group. You will also spot a Shepherd "On the Run" and learn that "Selling Ain't What it Used to Be".

As always, we invite your comments and specific queries on how Shepherd can be your solutions partner.

Todd Shepherd
V.P. of Business Development



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Technology On-Line?

The key to innovative solutions in Thermoforming at Shepherd is our Engineering Group headed up by Adam Halkowicz. With more and more companies discovering Thermoforming a viable alternative to costlier injection molding, Adam's Design Engineering Group are challenged each day to come up with practical solutions to sometimes complex product configurations. Admittedly the introduction of CAD Technology gives us a big advantage, but it is the person inputting the various possibilities for product innovation that makes the real difference. If you have an application or product you think might fit into the Thermoforming mold (no pun intended), then send an e-mail with a description or drawing of the product to adam@shepherd.ca. This group loves a challenge, so put them to the test!

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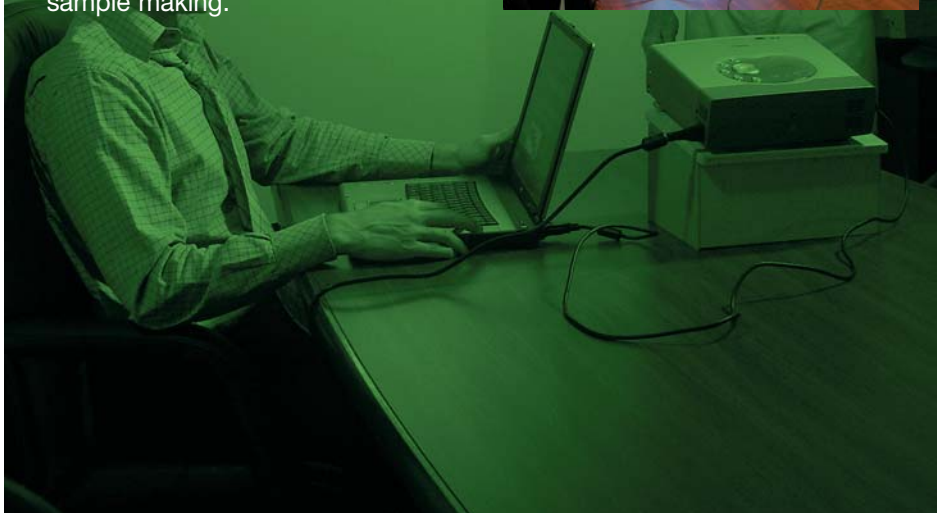
Thermoforming Seminar

One of the first questions asked by prospective customers is "What exactly is Thermoforming and how is it different from injection molding?" It's a good question and one that is answered very clearly in the 3-hour basic Thermoforming seminar presentation that Barry and Todd Shepherd hold for clients and prospective clients on a scheduled basis. Although Thermoforming is not necessarily new technology, Shepherd and its engineers have developed the Thermoforming technology to new heights with innovative solutions to clients needs for increased productivity and lower costs. This highly informative seminar covers the following topics:

- "What Exactly is Thermoforming?": A DVD presentation by the SPE Thermoforming division.
- Part Design and Prototyping: The key to successful Thermoforming is outstanding design components. This section covers designing the part or package using CAD to meet and exceed customer requirements. Includes prototype tooling and sample making.

- Production Tooling: A particularly interesting treatise on tooling options and how molds and trim dies are made.

At this point all seminars are scheduled to be held in Brampton, Ontario. They start with a continental breakfast, include a light lunch and conclude with a tour of the Shepherd plant in Brampton. If you are interested in attending a future seminar, please contact Todd Shepherd: todd@shepherd.ca. The next scheduled seminar is Oct 19/05.



Shepherd's Marathon Man

The Boston Marathon is a 26 mile - plus 385 yard footrace from Hopkinton, Mass. to the back bay section of Boston. Inspired by the revival of the Olympic Games at Athens, Greece in 1896, the Boston Marathon followed the year after in 1897, and has attracted thousands of runners from all over the world each year since. Mark Shepherd, V.P. Operations for Shepherd Thermoforming and Plastics and father of two, qualified for the 2005 Boston Marathon and entered the April 18th competition for the 2nd year. Mark numbered among the successful contenders who crossed the finish line in well under 4 hours. He finished 1923rd in a field of 17549. Although not exactly another day at the office for Mark, it is typical of the Shepherd group's penchant for taking on new challenges and bringing them through to successful conclusions. You can reach Mark via email mark@shepherd.ca if you have questions on entering the Boston Marathon or the kind of conditioning required to reach the finish line.





Selling Ain't What it Used to Be

The old time salesman (“Drummer”) might have looked a lot like Harold Hill in the Broadway hit “The Music Man”, dressed in a loud checkered suit, accompanied by a fast line of patter, handing out a 10¢ cigar and giving a hearty slap on the back.

Fortunately, that type of selling went out with high button shoes, replaced today by a sales representative who is as much a consultant as a sales person. To be successful, today’s sales (or marketing rep) is well educated, with good oral and written communication skills and the ability to use current technology to their advantage. The science is called “consultative selling”, and those who possess these skills become a vital link between the seller and the buyer. It is also a fact that as the sales role has become more sophisticated, it may also become specific industry oriented. A sales

person for example, calling on engineers must be able to discuss and understand the engineering challenges put forth and how they relate to the product or services the sales representative’s company can provide. This “consultative” ability can help customers to better solutions in cost savings or improving the production process (or both!). The one thing that does remain of course in selling, from ancient times to now, is the chemistry between people. Regardless of how skilled the sales consultant is, they will not sell to a person who has taken a personal dislike to them. A little homework on the person being sold to, can bring big rewards to the sales representative calling on that individual. With the initial contact successfully made, the consultative sales person can move on to becoming a vital part of the customer’s network of suppliers. Goodbye Harold Hill and hello Consultative Selling!

Meet Debbie Edwards



She’s quiet, a bit reserved but always friendly and very competent.

Debbie Edward’s job is described as Accounting Co-ordinator for Shepherd. A big part of that job is having overall responsibility for accounts receivable and accounts payable, with some purchasing functions included for balance.

Debbie describes herself as a “voracious reader”, with a particular liking for the novels of Patricia Cornwell and similar writers of the murder/mystery genre. Debbie says they challenge the intellect while providing satisfying entertainment. She also loves to spend time outdoors and is a big fan of hiking and canoeing. That’s a good fit for a lady who grew up in Cape Breton Island on Canada’s East Coast, and now lives in the picturesque lake town of Barrie, Ontario with her husband and school age daughter.

Debbie is a graduate of the Business Program at Sheridan College in Brampton, Ontario.

From the Funny Bone

“Integrity and wisdom are essential to success in every business”
said the boss to the new salesman.

“By integrity I mean that when you promise a customer something, you must keep that promise even if you lose money.”

“And what is wisdom” asked the new salesman.

“Don’t make such foolish promises”

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Another Success Story From Shepherd

The Simplest Ideas are Many Times the Best

Although we go way over budget on engineering some jobs to “get it right”, sometimes a simple idea can blossom into a real success story. Such is the case with Shepherd Thermoforming’s design for a tray that is to be used in plants all over North America.

In a few years almost all cars on the road will be fitted with tire pressure sensors in each wheel to allow drivers to see tire pressure readings for all 4 tires digitally displayed on the instrument panel. The actual device that senses the tire pressure is about 4" x 1 1/4" x 1/2" in size and mounts inside each wheel.



Loaded Tray

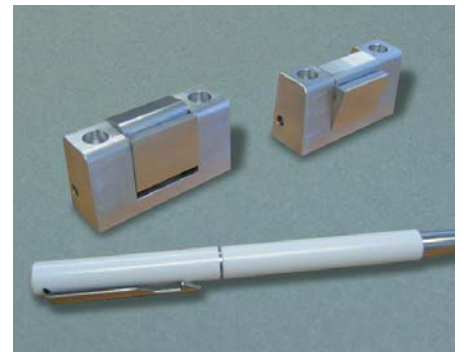
The plants that build these sensors needed a tray that would have several features. They must contain the maximum number of sensors within shallow cavities and fit inside a predetermined shipping container. They must allow for robotic handling of the tray and of each individual sensor throughout the assembly process. The trays must stack on top of each other without jamming together, and with adequate separation between the sensors and the tray above. Finally the trays must stack in perfect alignment in any orientation. This is the hardest feature for designers to accomplish because it requires “mold undercuts” that must protrude well past normally acceptable limits to provide the secure stacking of tray on tray without the

need to orient each tray 180 degrees in the stack. Shepherd will usually suggest rotating each tray 180 degrees to offset the undercuts which can be done by machining the mold with solid features that can be formed without moving parts. Since the customer could not accept the added movements that rotation of each tray would require, Shepherd resorted to moving parts in the mold. Shepherd designers then came up with an idea that was very simple but extremely effective. It was also much less expensive than building a tool that required power activated moving parts.

Shepherd calls it a “gravity activated undercut”. It is a simple hinged section that is designed to fall freely to the forming position after the formed plastic tray [high impact polystyrene] comes off the mold. It looks simple in design, but in fact the position of the hinge in relation to the weight of the aluminum above it is critical. “Getting it right” involved using CAD to watch the action of the hinged section move during the forming and de-molding functions of the process.

The form tool consisted of 2 tray molds and each tray mold had 4 hinged inserts. The tool is run on a 30" x 36" Brown roll-fed, in-line machine that runs the .050" thick HIPS at 10 cycles a minute, producing 1200 trays an hour. The machine forms, trims and stacks in-line, requiring only one operator to palletize the trays.

“The nice thing about this tool is that if we get a malfunctioning hinge during the run, we can simply stop the machine and go in with an allen key, loosen 2 screws and replace the defective insert without having to take the tool out of the machine”, says Cornel Toader, Shepherd’s Production Manager. “The simplest solutions are many times the best”.



Hinged Tool Inserts



Stacked Trays

Response Corner

Can we be of help? Do you have a question about our technology or policies or require a quotation? If you do, please send your request to Todd Shepherd, V.P. of Business Development, e-mail todd@shepherd.ca and you will get a prompt response.

Shepherd Thermoforming & Packaging Inc.

CANADA: 396 Clarence Street, Brampton, Ontario L6W 1T5

U.S.A.: 34 McCoord Woods Drive,
Fairport, New York USA 14450

Toll Free: 1-866-898-8260

Tel: 905-459-4545

Fax: 905-459-6746

www.shepherdthermoforming.com

