

# Herald

.Era Polymers News Bulletin.



## LESSONS FROM LIFE Number 15 Pears Soap

Somewhere around 1978 dad retired from the Gas Company. He decided soon after, that it was time to go back to Samos. He was 42 when we set sail for Australia, in 1954. Now he was going back, as a 66 year old man, 25 years later. He landed in Samos, sometime in late August 1979, and headed straight for our Field of Dreams — Kamara, to see his two year older brother, Uncle Michael. They met just outside our Kalivi. They hugged and kissed (Greek men do that unashamedly — hugging and kissing, I mean). So dad looks at his older brother, and what words should he greet him with after 25 years “*Mihali, mirisis*” (“Michael, you smell”). “*Poti ekanes banio?*” (“When was the last time you had a bath?”). “*Tora!*” (“Who remembers when?”). “*Ela, tha se plino*” (“Come I’ll give you a bath”)... So dad, grabbed some sheets from the Kalivi. He strung them between two trees. They pumped some water from the well, and both stripped down to nothing. They grabbed some REAL soap, made at home, by Thea Yiasmo, and gave each other a bath. Two old brothers laughed and cried, in their nakedness, washed each other, and told stories of their youth, under the Hot August Samian Sun.

So somehow ,after we arrived in September in 1954, we ALL went, from having a bath “Who remembers when” -- to a ritualistic bath every Friday night (hey, Australia was very English back then— none of this showering, EVERY day !). Dad never really got the hang of it. Like all Greek men of his generation, he believed that once you had a bath, the pores of your skin opened up, and you became susceptible to all sorts of germs and bacteria jumping in. So every Friday night, he would stay in doors for at least 3 –4 hours, to make sure that his pores had closed up enough. Tina’s grandfather, George Tzihas was even more concerned. All his life, AFTER bath time, he would wrap HIS head in a towel, JUST TO MAKE SURE, those pesky germs couldn’t jump in, through weakened pores ! MY Dad, was never that bad.

What was the turning point for ME, to switch from a weekly bath, to a daily one? Let me tell you;

We were all a ONCE A WEEK bath people, in Paddington, in the 1950’s. Then one day, when mum sent me to Mrs. Marshalls corner store, across the road, to get some bread ,milk and soap (mum was a lifetime devotee of Sunlight Soap. She washed the clothes, our bodies and even the dishes with Sunlight. When scientists eventually found how to liquefy the stuff, she still continued to wash the dishes with the liquid stuff, and her body and clothes, with the solid stuff ,for the rest of her life).

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## Era turns 24!



24 years ago! 12th April 1986; a new company opened their doors at 11A Beach St, Blakehurst.

- The main office was the study;
- The meeting room was the Lounge Room;
- Board Meetings were held in the Dining Room;
- And the Laboratory was in the work shop!

Money was tight, so I “borrowed” the other director’s, crème caramel dishes, to cast into too!

I splurged on an \$80 drill to mix the prepolymers; in an open top 4 litre can, with a hole poked through the lid.....but we didn’t have the money for a fan to blow the fumes away!

“Those were the days, my friends... We thought that they would never end”

But they did! And here we are the company that I have always dreamt that we could be.

A Big Thank You to all our customers and staff for making it happen!

Issue 12

## A New Partnership

Era is proud to announce a new partnership with **Green Mountain International LLC, USA**, and in particular their “**Mountain Grout**” materials.



These are a range of water-stopping polyurethane grouts primarily designed to stop leaks in concrete structures, foundation walls, tunnels and dams, as well as some grades being used for Soil Stabilisation of below ground building foundations.



In addition to these grouts, the range also consists of 2-part polyurea joint sealant, all of which are now being manufactured under license at the Era facilities in Sydney.

For more information please have a look at the following link:

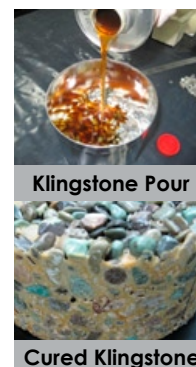
<http://www.erapol.com.au/english/Products/Agency-Products/Green-Mountain.html>



Further strengthening the range of global polyurethane products which Era is bringing to Australia, the **Klingstone Paths** product is a successful material from the USA, which is now being made under license at Era’s Sydney facilities. The beautiful thing about this material is the simplicity of it, as a single part moisture curing polyurethane used for binding together loose stones and gravel.

Please have a look at the following web site for some great videos showing the product in action, and make sure your contact your Era representative if you are interested in seeing the product in action:

[www.klingstonepaths.com](http://www.klingstonepaths.com)



On the shelf, next to the Sunlight, there were a few cakes of PEARS TRANSPARENT SOAP, wrapped in a waxed paper wrapper. And there was a promotion on the wrapper. This was 1960, promotions, like brushing your teeth.. were a novelty ! ) The promotion said, that if you sent 8 wrappers from the soap, and 10 shillings, they would send you a BOOK.

A REAL book , called PEARS CYCLOPAEDIA. I had never owned a REAL book before. This was a time when you went to a LIBRARY, and borrowed books, you never, at least in a poor migrant family, actually OWNED books. So I excitedly ,ran home, and begged mum to let me buy a cake of Pears. I had a bath that day, and the next, and the day after, and this damned LARGE cake of soap didn't seem to shrink at all. So I tried to convince the whole family to use Pears, DAILY. NOTHING! They were all WEEKLY bath people. It was up to me. EIGHT cakes !... I would be an old man before I used that much soap. Months and months later, I had my 8 wrappers, and my 10 shillings... I sent them off . ... And eons later, my Cyclopaedia arrives.

If Pears Soap changed my bathing habit? Their Cyclopaedia changed my life. It opened up my mind to reading, to learning, to exploring with my mind, the world, the universe, science, maps of the world, GREEK MYTHOLOGY, history, famous people, Medical Matters, Geography. I had it all, in ONE BOOK. Every day ,I devoured that book. It became my bible. It taught me to THINK, more importantly it taught me to DREAM.

I still have that book, FORTY SEVEN YEARS LATER, wrapped in the original Blue plastic that Maria used to cover it with, for me. I still treasure it.

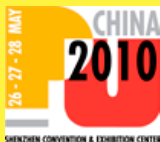
Now, I travel the world, exploring all those faraway places that I read about, as a young 10 year old boy, in my first book.

And everywhere I go, I still take a cake of Pears Transparent Soap with me.

**See, how simple things like,  
SOAP & a BOOK,  
can change your life!**

## Future Events

**PU China 2010** will be held at Shenzhen Convention & Exhibition Centre,  
**26th – 28th May 2010.**



For more information visit

<http://www.puchina.nl/>

Come & see us at **Stand 610**, if you would like free entry to the show let us know & we'll send you a visitors card to complete.

**Iran Plast 2010** will be held at Tehran Permanent Fairground,

**23rd – 26th June**

Come and visit us with our Iranian Agent  
**Sitco Dis Tigaret Ste**

## “Global Reach,Family Values”

Era is blessed with a plethora of good distributors, both domestically, and internationally. Through this Newsletter we would like to introduce them to you!

### SOMWUNG CHEMICALS — THAILAND

I first met, Mr. Sunt Wungchareon, and his son Boonlert, at the Novotel in Bangkok, in February 1993. Like us, they were a family company, specializing in the field of Chemical Trading. Mr. Sunt had considerable experience in the polyurethane sector, and had approached me to become our Thai agent. As always when making decisions, it takes me 20 seconds to say “Yes...or, NO”. In this case it was VERY EASY, emphatic, AND QUICK... YES.

They were our FIRST agent. SIXTEEN years later, their professionalism, their hard work ethic, their attention to detail, is a delight to behold. It has been an immensely rewarding relationship, for both our companies' .You have done a magnificent job, for a very long time.

*Thank you!*

### CHIMPROM – UKRAINE



In the days before the internet, emails etc. it was more difficult to find, and subsequently “talk” to people. Somwung and Era, “finding” each other, was a more difficult process.

You had to “physically” meet a prospective distributor. Chimprom, finding Era, was much easier! We have a web site! Chimprom were looking for a PU manufacturer, to represent. They “found” us, in early 2004. We “talked “, via email. I called up Vadim Tulupov, and was impressed with his drive, enthusiasm, and VISION.

They became our distributor, and we both never looked back. They too are a family business. Vadim, his father and sister, DRIVE ...the business. They have all done a remarkable job, in a short space of time.

- And how does the Tulupov family, relax after a hard day at the office. Well, the father plays the saxophone, the son plays the drums, and the daughter sings, whilst mama cooks. Nice, huh!.. BUT, Ionna was too shy, to let me take a photo of her, singing “Strangers in the Night”.



*Thank you!* for your fantastic efforts.

### Erapol E90A – Listed in US Patent 6960065 - Aerodynamic Article with Protective Coating & Method of Bonding Metal to Polyurethane

“To protect an article with an aerodynamic surface, such as an aeroplane propeller or helicopter rotor, from erosive damage caused by flying particulate matter, a thin elastomeric protective covering is provided. Typically, it is made of polyurethane with hardness between 85 Shore A and 80 Shore D. It is applied by centrifugal casting using a silane log gammaglycidoxporpyl-tri-methoxysilane as a coupling agent when bonding to a metal surface such as aluminum.”

For more details visit <http://www.freepatentsonline.com/6960065.html> Erapol E90A featured in Mixing and Placing Polyurethane



## High Performance Elastomers Offering a Hardness Range of 60A – 95A Erapol EMD 135 (Quasi MDI-PTMEG) & Erapol EME 140 (Quasi MDI Polyester)



**Erapol EMD 135** and the **Erapol EME 140** Series are 3 component systems which when reacted are able to give a range of hardness varying from 60A – 90A.

Both the **Erapol EMD 135** (Quasi MDI-PTMEG) and **Erapol EME 140** (Quasi MDI Polyester) are MDI systems so are suitable for applications where the use of TDI prepolymers and hence TDI vapours might be of concern.

Each system has clear performance advantages over some of the more traditional high performance polyurethane elastomers; they exhibit; excellent physical properties, good tensile strengths, high resilience and excellent wear characteristics. **Erapol EMD 135** (Quasi MDI-PTMEG) also has outstanding hydrolytic stability so is suitable in wet, and humid environments.

When processing these systems there are

clear advantages such as low viscosity at processing temperatures and lower chemical hazards when handling the components.

The **Erapol EMD 135** and the **Erapol EME 140** Series are ideally suited to machine dispensing, especially where large mouldings are required.

With its excellent hydrolytic stability the **Erapol EMD 135** Series is suitable for applications within the marine industry other typical applications for both the **EMD 135 and EME 140** Series include wheels, rollers, seals gaskets, bushes and linings and pipeline pigs.

For more information contact our Sales Team.

Well it has arrived and is ready for demonstrations.

This is the new 3 component model that fits between the DG-103 work horse and the DG-200 top of the range model. Newest technology and high quality components enable a cost- and energy efficient production.

If you are interested in casting equipment, please contact us and we will organise a demonstration.

The DG-150 is an ideal machine to process **Erapol EMD 135** and **Erapol EME 140**.



### DG-150 - Dispensing Machine

It has arrived! In the last Herald, we announced that Era would receive the new model DG-150 from Polytec EMC.

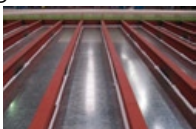
### RS2036 – Rigid Insulation Foam

This is a two component polyurethane water/HFC blown foam to produce a 36kg/m<sup>3</sup>; sprayed in-place foam with a fire retardant, great for insulation.

RS2036 being applied to a truck chassis, providing base insulation prior to refrigeration unit being installed.



SPRAY



BEFORE



AFTER

### The Marine Industry

#### Eraspray Protects Marine Fenders

Marine Fender foam is usually polyethylene (PE) or EVA, these foams are not very strong and can easily be damaged; to prolong the life of marine fenders they can be sprayed with a tough elastomeric layer such as **Eraspray** to protect the surface.



Eraspray

### Haul Truck Steps - Flexibility & Strength

Traditionally haul truck steps have steel internals with some chain or bar inside, so when they get deflected by a bad driver they do not necessarily return to their original shape.

One innovative company has used some of our hot castable polyurethane to manufacture strong haul truck steps. The verticals were produced using **E83A**, as this is a flexible polyurethane so will be able to withstand impact when the steps are hit. The rungs were made from **E95A** as they require less flex but need to be strong to take the weight of the drivers. The mounting points are steel bushed and represent the only other material in the whole job.

They have also used our polyurethanes to produce the truck number plates which are hung under the tray.

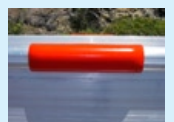


**Eraspray ESM900** is a general purpose spray elastomer suitable for light applications, where a higher performance material is required for heavy duty applications **Eraspray ESP950** should be used. Both systems are convenient 1:1 volume mix ratio, are 100% solids with zero VOC.

#### Solid Casting Elastomer E83A

Due to **E83A** high resilience, it is especially suitable for applications such as pipelining, pump impellers and floatation equipment.

It offers a real alternative to rubber blocks used for marine fenders, as mould costs are considerably lower and it is particularly cost saving for small runs. **E83A** can be moulded into many different shapes and is available in a wide range of colours which are solid throughout the fender, an added advantage, **E83A** fenders won't leave black marks on your boat!



## Meet the Era & Samos Team

### BRIAN HUDSON GENERAL MANAGER HAS DECIDED TO PAINT THE HOUSE AGAIN!



I think that I first met Brian, about 1980 -81.

He was Manager of a Victorian based company called POLYSCREEN. I had joined Uniroyal in 1980, and was given a mission by my then boss, BILL McLAUGHLIN — go out into the world, go, where no man has gone before and search out new polyurethane shops.

I had made the transition from being Chief Chemist, of Escon Chemicals in February 1980. Selling, LOOKED easy, the reality was that initially, it was daunting!

The incumbent was DUPONT, with their ADIPRENE brand (they had MORE THAN 90% market share)

There was, however,

POLYSCREEN, who was Bayer / Vulkollan's only Australian customer...

So they; Brian became a target!

So, how to sell? I took advice -- "Talk about the footy, talk about your family... TALK, just TALK."

"That's it?"

"Yep, and then you get the business!"

"BOY, says me, this selling is a piece of cake, I should have got out of the labs, EARLIER "

Ummm, NO IT WASN'T.

I may have talked to Brian, when we first met, about the footy, BUT somewhere in the conversation, I also asked;

"Do, you have any problems?"

"Well, now that you mention it, I'm buying this stuff from Bayer, it's called Vernitizer VP, and their charging me \$50 / kg (This is 1982, remember) "

"Let me look at the can .... Ah, Brian, this is just ol' plain TMP. I can get it for you for \$2 / kg "

Hey, the end result was that I got the business.

Brian moved to WA,

working for Trelleborg then Metso. Then to Sydney, again working for Metso.

We always stayed in touch.

A few years ago, we need a GM and a mentor for Alex. I called Brian. He was at home... RETIRED.

"So, what are you doing?"

"I'm painting the house."

"And when you finish?"

"I'm going to paint it again"

He didn't— once was enough.

He has become, over the last few years, an integral part, of the success, of Era.

He has provided stability, wisdom, maturity, and enormous business acumen, to the people around him.

BUT, HE SAYS, it's time to again, paint the house.....

To take Carol on that world cruise, he has been promising, for the last 20 years... to smell the roses...

To get out of the Sydney traffic... To take some time to charge his batteries.

So, Brian has decided, that it is time to retire.

From my, AND THE COMPANY'S point of view..... Bummer... Double bummer!!

When?

Sometime middle, to late this year.

He promises, and I'm going to keep him to it, to come back from time to time, to help out.....

God forbid, but if we hit the jackpot, with another major court case, we may convince him to stay.

What a predicament — peace and quiet from Chris Freeman and Frank ---- OR!!

### Era Babies

Last time we had Breaking News,

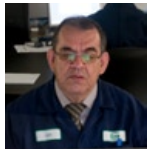


George Vasili Williams had just been born, 5th grandchild, for Tina and George! There was no time for a picture so here he is!

### JOSE DIAZ MANAGER

#### ANALYTICAL & PHYSICAL TESTING LABORATORIES

Jose, is one of those people that you just love to employ. Nothing is too hard for him to do. He does it willingly ..and with a smile.. The ONLY thing that he asks of his boss,



is that ,I should occasionally buy him a TOY. Like an FTIR toy. A DSC toy. A DMA toy, A "whatyamacallit" toy... Any toy will do.. What the heck, I'm into toys as well!

When I first interviewed Jose, and I asked him , does HE want to ask ME anything, he nervously said;

" You're not going to employ me, are you? "

" Why do you say that Jose?"

"Because I'm OVER, 50, years old"

"What's that got to do with it, so am I"

I'm glad to say, that Jose ,and I, are BOTH aging well. He is coming up to his 8th Era Birthday. And I'm determined, for him NOT, to do a "Brian" and retire at 66 - He and I, are here, until at LEAST 80! The only problem we now have, is, that I've bought him so many toys, AND he has MORE, on request, that he needs another laboratory to put them in.

Jose, is married to Maria. They have two sons John and Marco and a daughter Lina. One of the boys, John, also works in the same laboratories.... A very formidable, Father and Son team!

### PROMOTION FOR ALEX PAPAMANUEL SALES DIRECTOR



From: Monday 19th APRIL, he will assume the role of "SALES DIRECTOR."

He will be responsible for ALL Sales and Marketing functions of the company. As such, ALL, Sales people will report to Alex.

It is a position that he deserves, a position that he has worked very hard, to achieve; a position that will define the future growth of the company.

### WEDDING BELLS

Wendy Charlie & Daniel married in Jakarta, Indonesia Sunday 21st February 2010



### New Members to the Era Team Welcome on Board!

Administration/Sales: Natalia Halim  
Michael Moey  
Shannon Wade

Chemists: Peter Hurst  
Theo Tsalidis

Exports: Laura Swinbourne  
Wendy Charlie

### Strategic Alliances



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