



**Lessons From Life #20**

**Shyness**



Years ago, sometime in my early teens, Dad told me a story about the shepherds (Tsopani in Greek.. In Turkish it's Chobani..so who copied who!) of Samos, who would spend all year up the mountains with their goat herds. Occasionally they would come down to the big village of Mitilini (all of 7,500 souls, in its hey day) for supplies. They hadn't seen a soul for months on end, and would look timidly around corners, just in case a stranger walked by, and were obliged to say "hello", or maybe just even to make eye contact.

I think Dad, in telling me this story, was frustrated with my shyness.

He had taken me, on one particular Saturday, as his "helper". He was doing a "cash only" job on the weekend to fix somebody's gas pipes. Dad of course, worked for the Gas Company, and a cash only job, sometimes helped pay the bills and put some meat on the table.

I thought that I was there to hand him the tools. What I was REALLY there for, was to provide some conversation in ENGLISH. To play the clown. To provide some comic relief. Did I know that? Nah! Would it have made any difference if I did? Nah! When you're shy, you're shy, right? When you're in your teens, with a face full of pimples, and the lack of confidence to match.. all that you want to do, is to be a wall flower...right!

And as T. S. Eliot writes in the greatest poem ever written.. 'The Love Song Of J. Alfred Prufrock'

"There will be time,  
there will be time.  
To prepare a face,  
to meet the faces that you meet....  
And indeed, there will be time,  
To wonder, "Do I dare ?", and  
"Do I dare?,  
Time to turn back and  
descend the stair...."

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**South America Training Seminar**

During the week of Sunday 17th March, Era was proud to conduct its second seminar. This time it was for Spanish and Portuguese speaking distributors, and some select customers. So we had people come in from Spain, Brazil, Argentina, Chile, Peru and Colombia. We even had Roland Schuetz come from Polytec EMC, Austria, to talk to our guests, about their excellent elastomer, casting machines.

The seminar, lasted for 5 days. The days were long, some of the nights even longer! For such a long session, with jet lag being a potential problem, nobody lost focus, nobody lost interest.

It was a personal pleasure for me, to see our guests enjoying the training sessions so much...and really enjoying being here. For many of them it was their first time to Sydney. A highlight was the tour of our two manufacturing sites at St. Marys, and some hands on work at the Banksmeadow R and D Centre...not to mention the Harbour Cruise.

There was a cast of dozens, from Era and Samos, making this such a success.. So, I would like to thank ALL of our team of professionals. And there was one person, who really MADE this Training Session the success that it was.. RICHARD DUARTE, our R and D Manager. He played a pivotal roll, in preparing some of the presentations in Spanish, and providing flawless (well NEARLY flawless) translation between Spanish, Portuguese and occasionally even English. His only failure was not being able to speak in Roland's native, Austrian!

For all our guests, that made such a long journey, to come and see us.. Thank you. It was a pleasure, and an honour, to have you spend time with us.



**Urethane Coatings Joins the Era Polymers Family**

*Era Polymers is pleased to announce that as of 18th February 2013, we have considerably strengthened our Floor Coatings Business, following the acquisition of Urethane Coatings Pty Ltd.*

Urethane Coatings has achieved an impressive reputation built on product quality, customer service and technical capability. The portfolio includes coatings and ancillary products suitable for all species of timber, parquetry, cork and concrete. Urethane Coatings' flexibility to develop unique products for special requirements will make this company a good fit into the Era Polymers family.

We also extend a warm welcome to Mark Webb as the National Coatings Manager for Urethane Coatings & Era Polymers.

**For more information on Urethane Coatings please visit [www.urethanecoatings.com.au](http://www.urethanecoatings.com.au). Should you have any floor coating enquiries please contact Mark Web on the following: mobile: 0412 818 817 | phone: (02) 9666 3788 | email: [mark@erapol.com.au](mailto:mark@erapol.com.au)**



**Lessons Continued**

It was tough, for example, when you are a shy, 10 year old boy, and your father takes you to the wrestling. This was REAL wrestling (they were the days of Mario Milano, Brut Bernard, and Bulldog Brower, not to mention the Greek God, Spiro Arion). Back in the late '50's and early '60's, Dad and his friends and I, went EVERY Friday night to the wrestling.

Dad, to save my three pennies entrance fee, had to carry me in, fireman style, over his shoulder.

How do you "turn back and descend the stair", when at 10 years old, you are draped over your father's shoulder, going through the turnstiles!

As J.A.P. Laments:

"I should have been a pair of ragged claws  
Scuttling across the floors  
of silent seas"

Somewhere along life's 63 year old journey, I decided that I'd had enough of being shy. As always, dad was right.. 'You're only here for a short while, so make the most of it... TALK!'

I'm happy to say, that shyness isn't genetic, it's a state of mind. IF you don't want to be shy, then you force yourself, everyday to TALK to people, until one day, you don't have to force yourself anymore.

I have, in case you didn't know, 6

grandchildren. From Alex and Fran, George is 10, Tina is 8, Evie is 6. From Niki and Shannon, Adam is 5, George is 3 and Joanna is 2. George and Adam are the shy ones. George is brilliant at anything he sets his mind to. Tina is the creative one. Evie has the dominant personality. George Williams, is precocious, and likes to take his clothes off in front of strangers, so he's DEFINITELY not shy. And Joanna is THE leader (at the ripe old age of TWO!)

Adam, started kindergarten this year.. He's as shy, as shy can be. He reminds me of me, at his age. His grandmother, Tina, tells me that he goes three shades of red, when she picks him up from school on Wednesdays. He's shy. He's embarrassed that his YiaYia (Grandmother) is there, in front of his friends.

I have so much to teach him, in fact to teach all of them about SHYNESS... I'm waiting for them to be old enough, to read and understand, "The Love Song". But the choice, To Be Shy, Or NOT To Be Shy, is ultimately theirs. Will they have breakfasts and dinners in their rooms, avoiding people, when they too, trawl the world, looking for opportunities? Or will they hunger, like their grandfather does, for an opportunity, any opportunity, to meet people. To talk. To enjoy somebody's company, even for a fleeting moment. To share, and really enjoy, that moment.

As Barbra Streisand sings;  
"People. People who need people,  
Are the luckiest people"

I've been very lucky in my life. It's just that, it took a bit too long, to get there.

**Eraspray AL950**  
**Aliphatic Spray Coating – "It's so good, we use it ourselves"**

Eraspray AL950 is an aliphatic poly-ether base polyurethane spray system designed for harsh environments where colour stability is of prime importance. It also gives high abrasion resistance so is ideal for areas which are exposed to sunlight but where wear resistance is paramount.

Kim Charlesworth, one of our Sales Representatives in Queensland got Pol-yguard to spray his trailer with Eraspray AL950 to increase its longevity. Look at the pictures below taken 9 months apart, the trailer still looks as bright as it did when it was first sprayed!



Trailer after being sprayed



Trailer 9 months later



**Insulation Like No Other!**

Era Polymers Pty Ltd is the Australian importer and distributor of The Icynene Insulation System.

The Icynene Insulation System is a soft, expanding foam thermal insulation and barrier in one product. Because it is sprayed in place, it provides a custom fit every time, expanding around cavities and pipes, blocking leaking air, energy loss, dust, and noise.

Icynene sticks to most surfaces without the need for meshes, wires, or plugs. It leaves no air pockets for moisture to condense. It is completely inert and does not affect any building materials. It can be used under roofs without sarking, walls without building wrap, and under floors without vapour barriers, stopping dampness filtering through to your feet.

Icynene works as well in real life insulations as under laboratory testing. That means it will give your buildings decades of full quality insulation. Because it is water-based, there are no harmful chemicals and gases that can be associated with other insulations.

As the slogan says , Icynene is 'Healthier, Quieter, and More Energy Efficient', however it carries many more benefits.

To find out more, please contact Era Polymers or email our Icynene representative Vanessa Swift directly at [vanesa@erapol.com.au](mailto:vanesa@erapol.com.au). You are also welcome to come have a chat with us at the DesignBUILD Expo, Easy Foam stand, and discuss Icynene and its insulation innovation!

Come see us at the

**DesignBUILD Expo: 8th - 10th May 2013**

**Sydney Convention And Exhibition Centre Darling Harbour, Australia**

Our Icynene instaler in NSW:  
Ph: 02 4577 3659 | Fax: 02 4587 9340  
[thomas@easyfoam.com.au](mailto:thomas@easyfoam.com.au)  
[www.easyfoam.com.au](http://www.easyfoam.com.au)

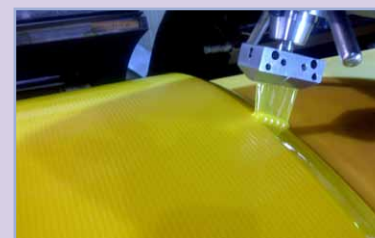


**ERAKOTE**

Era manufactures a complete range of Rotational Casting materials under the "Erakote" brand-name.

There are two broad families, the "EKQ" family, which are based on a QUASI prepolymer. This system has a LOWER viscosity than the "EKF" family, which are based on a FULL prepolymer, Part A.

Both systems are of very high performance, and are easy to process. Please ask your local representative for further information.



## McConaghy Boats uses Era Cold Cast Urethane to shape the Keel boss

Every single time the Wild Oats Keel cants, up to through 90 degrees, the cold cast urethane from Era polymers does its job.

Where the keel fin pivots in the hull bottom the 'barrel' surface is Era cold cast urethane. When the 100 tonne ram moves

the keel head which in turn swings the 16 tonne lead ballast bulb out to windward to provide greater righting-moment, essentially helping Wild Oats X1 go faster, the urethane will give very slightly should there be minor movement due to any extreme sailing load & wave action stresses.

The keel brackets are forged, the keel fin is forged from high-tensile steel. The boats structure around here is solid carbon fibre. There can be no touching part within the tightly machined tolerances. The way to deal

will very minor discrepancies is with a material that will "give a little" if under enough pressure. The cold cast urethane does this job very well.

Wild Oats X1 is a winner of 6 Sydney to Hobart yacht races & fastest time record holder.

The barrel shape is formed using the casting urethane from Era Polymers.

by Richard Stanning, General Manager, McConaghy



### *Motivational Quotes*

**Ideas are a dime a dozen. People who implement them are priceless!**

- Mary Kay Ash

## Eraspray AL950 Aliphatic Top Coat

Poly-Tech Industrial Services SA applied Eraspray AL950 to a walkway at the Siemen's building on Greenhill Road in Adelaide in April 2012. The coating was applied to primed concrete within an afternoon with a splatter coat to finish it off and produce a non-slip surface. Twelve months on an the coating is still looking great and standing up to busy foot traffic extremely well.



## "Global Reach, Family Values"

Era's Distributors:



A Univar Company

ChemPoint.com became our agent in the USA and select European countries in September 2011. This partnership came about at just the right time, as Era was beginning to expand rapidly into these areas, and ChemPoint.com brought an immense amount of knowledge to the relationship about urethane elastomers and hot-cast processors. From their USA headquarters in Bellevue, WA, and the European headquarters in Maastricht, Holland, they have very focused teams

dedicated to growing both our businesses and they do this with lots of energy and passion.

Bellevue is also very close to Seattle, so it rains a lot. This is perfect for Era, as it means there is less temptation for their sales people to visit the beach. Every time it rains, they stay inside and call customers ..lots and lots of customers, to talk about and sell polyurethane, and this suits us just fine.



PARABOR Colombia Ltda have been Era Polymers' distributor for approximately 3 years. Parabor has established itself as a leader in the marketing of raw materials, laboratory equipment and machinery for the plastics, rubber, adhesives and coatings.

Parabor Colombia (Claudia Guacaneme, Edwin Paniagua, Javier Mendez, and Diana Betancourt (under the directorship of Jaime Gómez Salgado) have been the sole contributor to Era polymer's success in penetrating the Colombian market with a range of 'Era Polymers' products.

They also represent world renowned companies such as Dow Corning, Akzo Nobel, Goodyear, and the Struktol Company of America, amongst others. During this time the team at

A big thank you to all the team at Parabor Colombia for all your professional work and continued efforts in helping provide our/your customers with solutions to their needs.

## Meet the Era Team



**Joelene Yorke**  
Accounts and Customer Service,  
New Zealand



**Jeffery Ryan**  
Technical Sales

I don't know how we found Joelene... She's that good, that I suspect that she's a friend of that other famous EnZed "star" - Louise... Whatever, she's VERY good...

My wife bonds with her over OUR breakfast, every morning... Breakfast should be quality time with her husband, right?!

Nah! Since New Zealand is 2 hours ahead, at 7.30am in Sydney, it's 9.30am over there...

"You don't mind if I call Joelene, do you George?"

"Go ahead, darling.."

**I grow old, I grow old.. I shall wear the bottoms of my trousers, rolled.**

Oh and by the way, Joelene and Joe have a beautiful daughter Marley, and they recently got engaged.

Jeff is another one of our employees that hails from the Land of the Long White Cloud...

...New Zealand. Many of our customers think because the family is Greek, that we employ mainly Greeks - wrong! In fact, we employ more New Zealanders than any other nationality.

Toni & Jeff, have a beautiful baby boy --- Hunter Harvey Ryan... a future All Black, for sure!

Jeff spent, like most of us, time in the lab. Then like most of us, he wanted to hit the road running...

learning to be a salesman... learning the subtle art of doing business, brilliantly. He does things well, very well. He's an integral part of our success. Give him something, anything, and he shines.

**Era Polymers Literature Downloads**  
Don't forget to visit <http://www.erapol.com.au/english/Downloads.html> to view or download our latest Brochures, Flyers and Bulletins.

Wishing all Era Polymers family and friends a wonderful Easter full of blessings!

**Χριστός ανέστη!**

Did you know: In the early 19th century, the first chocolate eggs were made in Europe. They remain among the most popular treats associated with Easter. Happy eating!



Congratulations to Charine & Erik on the birth of their beautiful baby girl!

name: *Candice Joy Halim*  
born: 24th March time: 05:00am  
weight: 2.6kg height: 49.5cm



Congratulations to Irena & Erik on the birth of their gorgeous baby boy!

name: *Stanley Yogisaputra*  
born: 10th April time: 07:30am  
weight: 2.64kg height: 50cm



Congratulations! Arlingga Sutinah married Irene on 16th of March. Here is a shot of the Era team celebrating at the wedding.

Congratulations to Joelene Yorke on her engagement to Joe! Best wishes to you both!

Congratulations to Emmanuele Castro who celebrates his 15 years at Era Polymers!

### Who's new to the Era Team?

Accounts:	Shirley Loh
Purchasing:	Mary Escreet
Polyol Blender:	Ryzard Miler
Plant Operator:	Len Grasso

### CORRECTION:

In the last Newsletter, we incorrectly stated that Era was the only company in Australia, with the ability to do cryogenic testing of foams and elastomers. This is NOT correct. Applied Polymers also has this ability. Thank you to Andrew Kirkwood, the General Manager of Applied Polymers, for pointing this out. And our sincerest apologies.

### Strategic Alliances

