

CURRENTS

NEW DEVELOPMENTS IN SYNTHETIC ROPE TECHNOLOGY

Getting to Know Samson's New CEO, Andrea Sturm

In November 2015, Andrea Sturm came onboard to succeed the retiring Tony Bon as CEO of Samson. On January 1st, she took over the reins for day-to-day operation of the business. Tony remains on staff in an advisory role until the end of 2016. We recently sat down with Andrea to get some insight on her first 120 days.

During her first two months, Andrea spent time getting acquainted with the company and holding one-on-one meetings with many employees. Part of that introduction included a substantial amount of time spent on the manufacturing floor learning how rope is made, from twisting to braiding, and learning how to splice. She has spent time in both Samson manufacturing facilities in Ferndale and Lafayette, attended trade shows, and met with key customers and end users. "I've been learning about our rope, our markets, our customers and our team" Andrea said.

Andrea comes to Samson with a strong background in international business management, product management, new product development, and marketing and sales. Her life and work experience (originally from Germany, she attended business schools there, as well as in France and the Netherlands) brings a true global perspective to Samson. Andrea holds degrees in Business Administration, International Management, and Marketing. In addition to her native German, she is fluent in English, French and Dutch. She brings international experience, an exceptional track record in driving organic growth, leadership skills, and customer-centric focus. Andrea has been challenged to complement Samson's already strong management team and R&D division to position Samson for long-term growth into new markets and an even greater share in the markets it serves today.

Throughout her career, with Fluke, Philips, and others, she's worked with brands which are innovative, supported with strong R&D, product leadership, and brands recognized for offering high-end solutions. "Samson fits perfectly within that framework."



Andrea in Samson's Ferndale, Washington headquarters

When asked about the similarities Andrea finds between Samson and her previous employers, she was quick to respond. According to Andrea, Fluke, her most recent employer, is a manufacturing company with a strong 67 year history, whose brand plays in the premium sector of its market, much like Samson. Throughout her career, with Fluke, Philips, and others, she's worked with brands which are innovative, supported with strong R&D, product leadership, and brands recognized for offering high-end solutions. "Samson fits perfectly within that framework."

Samson is proud of our reputation as an employer of choice in the communities where we have manufacturing presence. We asked Andrea for her thoughts on Samson's position as a local employer, and she agreed with the importance community plays in Samson's culture. "I believe Samson should continue to strive toward maintaining our standing as a great employer here in the Bellingham and Lafayette areas. We have an extremely high retention rate for our employees—that reflects the fact that we take really good care of our people. We want to continue to be the employer of choice in our communities, including for those graduating from our local schools like Western Washington University (here in the Pacific Northwest)—offering the best benefits and a great work environment."

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SAMSON
THE STRONGEST NAME IN ROPE

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FEATURE: Getting to Know Samson's New CEO, Andrea Sturm



As many new employees will attest, Andrea is learning that there is much more to rope than most people think, "Some people believe that with the right fiber, anyone can make a good rope. That is definitely not true. It is really a process that starts with understanding the customer and their applications—getting to know what the customer needs—and building from there. There are three things that need to come together in order to build the best solution to their problem—the fiber, the construction, and the coating of the rope."

Andrea also recognizes that it doesn't end with designing and manufacturing the right rope. "At Samson we go beyond the product to make sure the installation is correct, that crews are trained on how to use and maintain the rope, and that we follow the product all the way through to residual strength testing. We strive to make sure the rope performs to everyone's expectations. That's why The Samson Advantage is crucial to us—and is recognized for its uniqueness in the industry—it's not enough to make the right product, you also need to make certain the end users get the right support to help them get the best value out of their investment and are safe in the workplace."

Of course, everyone is interested in Andrea's plan for our future and her growth strategy for Samson. She acknowledges a strong desire to see Samson continue to grow as a company, and our need to scale up in those areas that are crucial to support our growth. Andrea sees R&D as an important element to this growth, but just as important in her view is helping customers understand how investing in high performance synthetics can save them money in the long run, improve safety for their people, and reduce environmental impacts.

Andrea attributes being attracted to Samson to the company's growth potential, believing that we have many opportunities to expand our successes by providing different products in our current markets, and current and different products in new markets globally, "That's a nice situation to be in, with our strong R&D capabilities, a sales team that understands our customers well, and our lean and flexible manufacturing. All these combine into a brand that should make Samson extremely proud. It resonates well with end-users around the world. We can capitalize on these assets to help our customers perform their operations safely and more efficiently. The challenge is to take a successful, winning team and focus them on new avenues for growth."

Another draw that Samson holds for Andrea is how well our corporate values mesh with, and echo, her personal values and life philosophy. Passion and pride are a strong part of our corporate values, and Andrea holds love as one of her personal values. According to her, "Love at work translates into passion and pride, and that's only one example where Samson's values and mine coincide."

Andrea also believes in people caring about each other, and carries that as another of her personal values. At Samson, we want to treat everybody on the team, and our business partners, with dignity and respect. We try to make sure we're

doing the right thing for both our employees and our customers in the long term, and that is in synch with how Andrea tries to live. "A previous manager once told me—if you take good care of your people, they'll take good care of the business. It applies to both employees and business partners."

When asked about her leadership style, Andrea is very clear. She believes in an inverted leadership model, considering herself to be the servant-leader who needs to make sure the organization is enabled to do their best work. According to her, "I am working for the Samson team, rather than the other way around. It's a model that I have seen proven."

On the personal side, Andrea believes in balance, and the health of the whole person. Able to keep a relatively healthy work/life balance, Andrea attributes some of her success in life to the fact that she's never been solely concentrated on her job. She is a great example for those around her, showing that the ability to focus and concentrate while at work can be tempered by the ability to decompress when away from work, enjoying hobbies and family.

Andrea enjoys nature. She likes to be outside, no matter the season, for winter sports, hiking, and golf. Camping is her family's favorite activity from spring through the fall. She laughingly prepared her team, "You might not find me in the office after 3:00 on Fridays; I'll be in our Airstream driving to a campground here in the beautiful Pacific Northwest." They have two Labradoodles who accompany them on their trips and share the adventures.

Andrea is also trying to teach herself to play the banjo. After playing the guitar when she was younger, she thought the banjo would be easy to learn, but with a smile admits to having a long way to go to learn the rolling patterns of the instrument... "It'll be worth it, though, since it will be a great addition to the evenings around the campfire."

To view our press release announcing Andrea's hire, click here SamsonRope.com.

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Labradoodles Zoe and Sam make an occasional appearance in Ferndale

INTRODUCING: AGILE™ Lifting System / Samson Recycling Report

AGILE™ LIFTING SYSTEM

Samson's Next Generation Heavy-lift Synthetic Sling

- Lift capacity: 50mt - 4000mt
- Clean, easy to handle design
- Custom design support

WITH Dyneema

SWOS

FOR DETAILS VISIT SAMSONROPE.COM OR STOP BY OUR BOOTH AT **OTC #2771**

Dyneema® is a registered trademark of Royal DSM N.V. Dyneema is DSM's high-performance polyethylene product.

AGILE Lifting System is designed to match the strength and light weight of Samson's proven synthetic rope slings—but with a form factor similar to round slings. A continuous length of high-performance synthetic rope is looped multiple times within critical length tolerances, organized to maintain balance internally, and finished with a sheath that protects the line from outside damage.

BEHIND THE LION

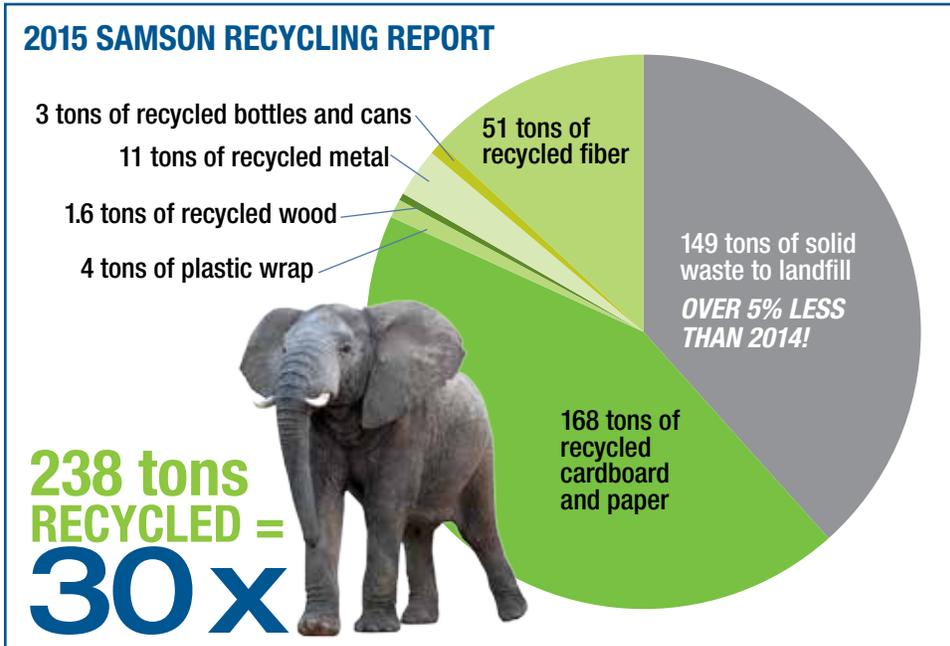
Samson's Commitment to Recycling Pays Dividends

Samson's Ferndale, Washington plant has some nicely green numbers for 2015. Since we reinvigorated our recycling efforts in 2009, the Ferndale plant has consistently put up impressive numbers. In 2015, 62% of all our solid waste was recycled. That's an increase of 5% over 2014.

2015 saw 387 tons of total waste, 19 tons less than in 2014. The amount sent to a landfill was decreased by 26 tons. 238 tons were recycled—paper and cardboard, plastic wrap, recycled wood, metal, bottles and cans and 51 tons of recycled fiber—the equivalent weight of 30 elephants.

Keeping usable and recyclable materials out of landfills not only decreases demand on precious resources, it also reduces the cost of disposal. Even though disposal rates have increased since 2013, our costs for solid waste disposal have been reduced to 42% less than we paid in 2009.

Thanks to the efforts of all employees, since 2010, 1,340 tons of solid waste have been kept out of the landfill. That's roughly the equivalent of just less than 4 Boeing 747-100 airliners.



SAMSON IN ACTION UPCOMING EVENTS

TUG & MOORING

> LNG Ship/Shore Conference
May 11-12: London, United Kingdom

> ITS
May 23-27: Boston, Massachusetts

See Samson at these upcoming events

NEW PRODUCT: Quantum-X™

Quantum-X™—Building on Success

ENGINEERED FOR X-TRA PERFORMANCE

Samson engineers have taken one of our most popular and dependable working lines, *Quantum-12*™, and added the latest high-performance fiber technology and construction enhancements. The result is the newest addition to our line of high-performance ropes: *Quantum-X*. This 12-strand rope has been engineered for X-tra performance, better snag resistance, higher coefficient of friction, enhanced cyclical bend over sheave (CBOS), and creep performance. It is lightweight, high-strength, flexible, easy to handle and splice, and it floats.

Quantum-X utilizes Dyneema® SK78 fiber, a new fiber based on the same technology that has made Dyneema® high modulus polyethylene (HMPE) fiber the best performing, most consistent fiber for use in rope and cordage products. It also utilizes Samson's patented DPX™ fiber technology. This unique process incorporates a textured fiber on the surface of the high modulus Dyneema® fiber yarns. The result is a rope that maintains the advantages of Dyneema® (extreme strength and light weight, cut and abrasion resistance), and adds a higher coefficient of friction for use where enhanced grip is critical.

A high-visibility orange Samthane coating provides additional abrasion resistance, while a black longitudinal line aids in identifying twist to help mitigate the damage it can cause.



SATURN-12™

Not all HMPE tow lines are CREATED EQUAL

We've got the numbers to prove it.

Samson's *Saturn-12*: Proven to be the longest lasting, most durable tow rope on the market, outlasting other HMPE lines by 15–20%.

Just when you thought we couldn't get BETTER, we did.

Reformulated the coating for longer life *Improved proprietary coating increases UV protection and maintains the reduction of internal and external abrasion.*

WITH
Dyneema®

Now with 100% Dyneema® SK78—the next generation of high-performance fiber—for even better performance and longer service life. *SK78 improves cyclic bend performance and mitigates creep in long-term load situations.*

IT ALL ADDS UP

LONGER SERVICE LIFE = LOWER TOTAL COST OF OWNERSHIP.

**ITS BOSTON
STAND #10**

SamsonRope.com



samson
THE STRONGEST NAME IN ROPE

CONTACT SAMSON

EMAIL: CustServ@SamsonRope.com

ONLINE: SamsonRope.com

PHONE: 1.360.384.4669

FAX: 1.360.384.0572

MAIL: 2090 Thornton Street
Ferndale, WA 98248 USA