

CURRENTS

NEW DEVELOPMENTS IN SYNTHETIC ROPE TECHNOLOGY

Plant Expansion Creates New Innovation and Training Center

BETTER MANUFACTURING FLOW AND ENHANCED EMPLOYEE COMMUNITY SPACES

If you've been around the Ferndale plant over the past several months, it's been hard not to notice the work being done at the North end of the building. The plant floor has grown by 15,000 square feet—all to enhance service to our customers and improve efficiency and safety within the manufacturing flow.

We've added more than just square footage—the added space creates the new Innovation and Training Center (ITC)—consolidating the Research and Development functions at the corporate headquarters in Ferndale alongside the Quality team and test lab.

THE ITC WAS SPECIALLY DESIGNED TO CREATE AN ENVIRONMENT OF COLLABORATION AND INNOVATION

- > R&D team of 16 engineers and field service technicians
- > Quality Assurance team of 9 technical professionals
- > Large-capacity training room for customers, industry partners, and employees
- > Houses a full-time testing facility with 1.1 million and 120,000 pound test beds, CBOS test bed, drop towers, yarn testing, creep testing, chemical laboratory, dedicated splicing benches to support product testing, and customer/employee training



LEFT: Entrance to the new ITC. RIGHT: Expanded warehouse space.

MANUFACTURING AND SHIPPING ENHANCEMENTS

Part of Samson's commitment to LEAN practices is a constant evaluation of the manufacturing environment for efficiency. The additional space and reconfiguration of existing facilities allowed for:

- > An expanded finished goods storage space and new racking that is compliant with the latest safety regulations
- > A more efficient warehouse layout to speed up the pick and ship process, a dedicated area for small package shipment and larger shipment staging area
- > Four new shipping bays that expand our shipping capacity and allow for safer and easier access for trucking companies
- > A 50 percent increase in splicing capacity

Samson employees welcome the changes in the manufacturing area as well as community areas. The lunchroom is much larger, better equipped for the number of users, provides employee lockers, technology station to access required online access to HR and wellness program portals, and new bathrooms have been added.

The result of these enhancements supports our goal of improving service to our customers while enhancing safety throughout the facility. "I am extremely excited to see this fantastic leap in our technical and training capabilities while also being able to accomplish some significant operational upgrades that support of our endless drive to improve Samson's service and safety" says Mark Swiackey, Chief Operating Officer.

To celebrate the expansion Samson hosted an open house for employees and their families on September 20th. Over 150 people attended the open house and plant tour.

LEFT: Friends and family tour the expanded Samson facilities.



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Samson in Action Behind the Lion



Global Sales Force Changes Highlight Commitment to Technical Expertise

Selling high-performance cordage and fabricated specialty rope assemblies into industrial applications calls for much more than a salesman. We do, in a very real sense, sell solutions, and our sales people come to the process with a history of understanding and solving technical challenges in demanding industrial applications. The recent additions to our sales force bring big advantages to our customers by leveraging the experience that each individual has gained in their former roles at Samson.

These individuals are coming into these roles from our Research and Development team as field service technicians and application engineers or from other roles within the sales force, with particular emphasis on technical expertise.

Applications engineers work collaboratively with Samson's sales force, research engineers, and our customers to solve application-specific challenges. They spend a tremendous amount of time in the field with our customers; understanding their unique challenges that drive fit-for-purpose rope, hardware, and termination design.

Field service technicians travel around the globe assisting end users with crew training, proper surface preparation, oversee installation and initial use, and assist in implementing ongoing inspection and retirement programs that ensure the longest possible service life from Samson ropes.



APAC TEAM (ASIA/PACIFIC REGION)

Singapore Office:

- > Paul Chong, formerly an Application Engineer, has been promoted to Technical Sales Manager. "Paul's focused efforts and technical talents allow us to expand our support of the offshore market in APAC," said Craig Kelly, Director of Sales.

Dylan Dundas installing vessel mooring lines in Korea.

- > Dylan Dundas, after six years as a Field Service Technician and Lead, is now the Regional Sales Manager. Dylan has been instrumental in growing Samson's field service team and has played a key role in splice method development.
- > Earlier in 2014, Rob Reynolds replaced Kris Volpenhein as the General Sales Manager. Volpenhein returned to Samson headquarters to lead the engineering team, bringing with him three years of experience in growing Samson's sales presence in the APAC region, and 4 years prior to that as one of our application engineers.

Australia Office:

- > Adrian Eyre has been with Samson for 18 months and continues as the Regional Sales Manager for Australia and New Zealand. His particular focus is supporting Samson's distributor, Bullivants, in the mining and crane industries where he has extensive prior experience.



LEFT: Adrian Eyre at a mining site. RIGHT: Mark Gamble vessel visit.

EMEA TEAM (EUROPE/MIDDLE EAST/AFRICA)

- > Dennis Sherman has moved to Technical Sales Manager for Europe, the Middle East, and Africa; supporting our partners serving the offshore industry. He has been instrumental in growing Samson's commercial marine business for over 20 years. Dennis has technical application expertise in lifting slings, winch lines, mooring applications, and general working lines.
- > With almost 30 years experience in the synthetic rope industry, Robin Collet continues as general sales manager. Robin's focus is offshore, vessel mooring, and tug assist customers in the region.
- > Mark Gamble continues as Regional Sales Manager, working along side Robin Collet with a focus on vessel mooring and tug assist. Mark came to Samson with extensive experience in procurement with a major tug company and the Royal Navy.

CHANGES ON THE NORTH AMERICAN TEAM

- > Isaac Rosenberg, formerly an Application Engineer for mining applications, is now a Regional Sales Manager operating from Samson's Denver offices to better support the mining industry. Isaac has been instrumental in field trials and documentation for Samson's Prospector®100 dump rope.
- > Joe Landers has replaced Jerry Colburn upon his retirement from 40 years of service with Samson. Joe is located in the Milwaukee area and works with our customers in the arborist, utility, and commercial marine industries.

Joe Mazzacano, Vice President Sales & Marketing, says, "Samson has always been known for having the best products in our business. The real secret to our success is the people behind these products. Our focus has never been, nor will it ever be, a high pressure quick sale. Our team, including the new additions, are first and foremost, bringing value to our customers by understanding the highly technical aspects in each market and application.

"Whether we're working on a new product innovation in one of our traditional markets like arborist, or pioneering industry-revolutionizing products like KZ™100 crane hoist rope, our customers know that our sales team and our approach is unlike any other rope company," said Mazzacano.

Recent additions to our sales force bring big advantages to our customers by leveraging the experience that each individual has gained in their former roles at Samson.



Samson Debuts WarpSpeed® II

Introducing WarpSpeed® II to replace WarpSpeed®, Samson's flagship running rigging line for more than a decade. WarpSpeed® II combines the great attributes of WarpSpeed® with added performance features, a trendy new look, and a value that both club and competitive racers appreciate.

WarpSpeed® II outperforms lines made with standard high modulus polyethylene (HMPE) in static applications due to its core, which is made of creep-mitigating Dyneema® SK78 fiber. The 24-strand polyester cover boasts a variegated cover design, is flexible, provides good handling, enhanced abrasion resistance, and excellent performance in stoppers and clutches. The Samthane-coated core is color coded to match the cover and accommodates cover stripping when racers need to save weight. Racers and cruisers alike will enjoy the higher strength of smaller diameters and greatly reduced weight that takes the work out of trimming.

"We're excited to bring WarpSpeed® II to the sailing community," said David Krupka, Regional Sales Manager. "It is built on our reputation of high quality and great performance. And what makes it even more attractive is that we are bringing it to the market at a better price than its predecessor, WarpSpeed®."

WarpSpeed® II lives up to Samson's standard for high-performance products that can be trusted for safe and secure use around the boat as a halyard, mainsheet, spinnaker sheet/guy, jib/genoa sheet, or control line. It is available in six sizes from 1/4"– 9/16" in diameter and is available in four color options: variegated black, blue, green, or red with matching core.



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riding on your
mainline...**

**...and your
bottom line.**

Delivered with every Samson towing system is a service package that ensures long service life and low total cost of ownership.

We call it The Samson Advantage.
Our customers call it peace of mind.

Visit us at International Workboat
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THE STRONGEST NAME IN ROPE

INSTALLATIONS INSPECTIONS TRAINING DOCUMENTATION RETIREMENT CRITERIA

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

Current News from Samson

BEHIND THE LION

LOCAL SPONSORSHIPS

Samson believes in supporting and growing the local community. We believe strong businesses thrive in strong communities. This year, Samson has donated to more than 30 local organizations that support just that. Beyond our employee's continued support of the United Way, a campaign that raises an average of \$20,000 annually, Samson sponsors local children's sporting teams, Habitat for Humanity, and annual events for organizations like the Susan G. Komen Race for a Cure and the Arthritis Foundation. Our Chief Operating Officer also sits on the board for the Mt. Baker Chapter of the American Red Cross.

This year, Samson has donated to two additional special causes:

Whatcom Center for Early Learning (WCEL)

The WCEL provides services to children ages birth to 3 years who have disabilities and/or developmental delays. Early intervention services during the first years can make a big difference in a child's life. Eligible infants and toddlers and their families are entitled to individualized, quality early intervention services. If it is determined that a child requires early intervention services, WCEL will never turn that child away for lack of funds. Samson is a Gold level sponsor, and this year donated \$2,500 to their annual benefit fundraiser.

Ferndale Volunteer Firefighters Association (Nick of Time Foundation Heart Screenings)

Did you know that one high school aged athlete suffers a Sudden Cardiac Arrest every three days in the U.S? The best way to detect these heart conditions is through a heart screening using an ECG, and in some cases an ultrasound of the heart. The Nick of Time Foundation conducts on-site heart screenings for adolescents and young adults. Partnered with the Ferndale Volunteer Firefighters Association, Nick of Time is providing heart screenings for our Whatcom County high school athletes.

Samson believes that strong businesses grow in strong communities and supports many local organizations.



Nick of Time Foundation ECG heart screenings for Whatcom County high school athletes are performed by Ferndale volunteer firefighters.

SAMSON takes the HEAVY OUT of heavy lift slings



Greater Gabbard Project: The world's largest wind farm. Seaway Heavy Lifting installs turbine monopiles with Samson's AmSteel®Blue lifting slings.

WITH
Dyneema®

LIGHT SAFE FAST EFFICIENT

Talk to the experts at Samson and put their experience and extensive testing to work on your next heavy lift project.

Visit SamsonRope.com for the full case study on the Seaway Heavy Lifting/Greater Gabbard project.

Visit us at OSEA
BOOTH #A-1J3-01



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THE STRONGEST NAME IN ROPE

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

SAMSON IN ACTION UPCOMING EVENTS

See Samson at these upcoming events:

ARBORIST

- > TCI
November 13-15:
Hartford, Connecticut

OFFSHORE

- > OSEA
December 2-5: Marina Bay
Sands, Singapore

TUG

- > International Workboat
December 3-5: New Orleans,
Louisiana

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