

Mantaline Corporation Reaches New Level of Operations and Capabilities

Six Business Strategies Establishes Local Business as a Global Supplier to Automotive and Heavy Truck Industries

MANTUA, OHIO (June 16, 2011) - Mantaline Corporation, a Mantua-based manufacturer supplying the heavy truck, automotive, and other similar industries, developed a six-part corporate strategy to augment their business and move from being a regional supplier with a narrow range of capabilities to a supplier to global heavy truck as a Tier 1 and the automotive industry as a Tier 2 supplier with an appropriately broad range of capabilities.

"To position Mantaline as the engineering and manufacturing resource for our current and targeted customers we identified and implemented a *"Six Initiative Strategy"* in an unbelievably short time horizon," said Bob Zehner, Manager, Business Development for Mantaline Corporation.

Each of these strategic initiatives expanded Mantaline's performance capabilities to place the company comfortably within the "performance expectations" of targeted key customers. Successful completion of these initiatives has enabled Mantaline to attract new business and receive additional business from newly won customers. For instance, the company has grown its heavy truck portfolio: it now supplies 125 active part numbers across all four global manufacturers operating in North America.

The first initiative was the development of the process technology associated with extruding EPDM (or Thermoplastic) on to a solid metal core substrate.

The second initiative required the development of a flocking process. The flocked textured surface protects glass and enables moving components, like a window, to be sealed without damage.

The third initiative perfects the application of high technology/high performance coatings. Although these coatings are notoriously difficult to apply, expensive and have a short shelf life, the Mantaline engineers have developed the processes for application of high technology coatings that meet a broad range of customer requirements. Sunroof seals are one example of an application requiring a particulated slip coating baked on to the surface of the extrudite to avoid the glass freezing to the seal.

When Mantaline fortified their secondary operations to deliver the strict RMA Class 1 tolerances demanded by their new and existing customers a fourth

initiative was realized. Mantaline offers precise notching, trimming and advanced splicing technology specified by the automotive and heavy truck industries to meet the RMA class 1 tolerancing. Mantaline's advanced splicing technology with super thin polyethylene or EPDM materials utilizes the techniques originating in Europe.

The fifth initiative increased Mantaline's palette of materials with thermoplastic elastomers which helps customers replace single use rubber with recyclable materials. Thermoplastic, a blend of EPDM and plastic, allows better color matching and the ability to recycle scrap. Customers have found that the thermoplastic elastomers can more attractive when end-of-product-life and green issues become a paramount concern.

Not every application can be converted; Mantaline engineers are skilled at knowing the difference and how to steer customers in the right direction. Being recognized as a resource for expert advice and counsel on the proper use and application of materials is, in itself, a major initiative.

The final initiative Mantaline achieved was the development of a consortium of similar-sized supply companies located throughout the world. This set of strategic alliances permits companies to "gain reach" in India or Europe with the full confidence that their products will be manufactured as effectively, professionally and efficiently as if they were made in North America.

By implementing its *"Six Initiative Strategy"* Mantaline Corporation is now a recognized resource and supplier to global truck as a Tier 1 and the automotive industry as a Tier 2 supplier with an appropriately broad range of capabilities.

ABOUT MANTALINE CORPORATION

Located in the heart of the polymer industry, Mantaline Corporation is a world-class leader known for its engineering competence, quality and precision in the extruded parts in the heavy truck, off-road vehicles, rail, automotives, recreational vehicles, and marine industries. For more information about Mantaline, visit their site at www.mantaline.com, call (800) 321-0948, or email info@mantaline.com.