

# Tailored Trends

VOL. 5 NO. 1

## Sticky Situations

by Ed Hesive, Editor

An Interview with Bill Cochrane of C/3 Motorsports

The Midwest is gripped in the teeth of winter. Yesterday, I saw squirrels burying can goods and the snow man in front of my house is almost old enough to qualify for AARP. So I used my status as "editor" as justification for a trip to Arizona to interview one of TLP's customers who happens to be based in Tucson.

EH: Thanks for inviting me to Tucson, Bill.

BC: Actually, you invited yourself, Ed. But we're happy to have you visit.

EH: I figured there would be a standing invitation. You know, to golf, go dining, see the sites ... like others from TLP.

BC: Actually our interaction with TLP is by phone, fax and email. You make things so easy for us, there's no need for face-to-face meetings.

EH: We have email?

BC: But I'll be happy to show you our facilities.

EH: Just what is C/3 Motorsports?

BC: We build handcrafted, limited production cars based on a number of OEM platforms including the Daimler Chrysler LX, Ford Mustang, Porsche, BMW, Mercedes-Benz and others. We integrate cutting edge technologies, engine blue printing processes and styling design expertise to produce sophisticated automobile Clones, Customs and Conversions.

EH: Wow! Look at all of these cool cars. How does TLP fit in with something this unique and stylish?

BC: I searched a long time for a company that could help us brand our products and project the proper image for these types of upscale automobiles. It was a very frustrating experience because I wasn't exactly sure what I needed and suppliers were only interested in "selling" me something, rather than helping me. Then I found Deb Jensen at TLP and I thought I'd run into the equivalent of the "Shell Answer Man." She actually listened to what I was trying to do and



*Continued on the back page...*

## TLP Named Best Workplace in the Americas



TLP was named one of the 2006 Best Workplaces in the Americas by Printing Industries of America/Graphic Arts Technical Foundation. Companies are evaluated in the areas of management practices, work environment, training and development opportunities, workplace health and safety, work-life balance, recognitions, and more.

"We understand the importance of empowerment and employee recognition and we allow our team members to grow in all facets of their roles," said Mike Erwin, President. "At the same time, TLP's provides a family atmosphere and a highly results-driven environment. We want our employees to know we value their daily contributions," said Erwin.



Authorized Printer of the UL & CSA Marks

## Tailored Tattler



Sue Cantwell

### TLP Meets Audit Requirements for ISO 9001:2000

Meet Sue Cantwell

TLP recently passed an eight-hour Surveillance Audit that is part of the ongoing ISO (International Organization for Standards) 9001:2000 process. TLP met the requirements for the standard in 2003.

Sue Cantwell, Senior Quality and Process Excellence Engineer, had only been at TLP for about six months when the audit took place. "The audit is a spot check to be sure a company is following the procedures that were originally established to improve quality and document adherence to the ISO principals," says Sue.

The audit reviewed a number of areas including quality policy, customer focus, management commitment, resource allocations, production, work environment, monitoring and measuring, purchasing, control of nonconforming product and documentation.

While it could have been daunting to participate in such an audit when one is so new to the company, Sue claims that TLP's commitment to quality made the process relatively painless.

"TLP has many manufacturing controls in place and our employees have a genuine dedication to improving quality. The employees also understand the need to use the appropriate forms and document the various processes so we can demonstrate our conformance," she says.

"Since ISO 9001:2000 is an International Standard, our conformance to the standard provides assurance to our customers about the quality, safety and reliability of our products. This allows TLP to compete with label and/or adhesives suppliers around the world.

"It also shows our customers that we have processes in place to support their quality goals," she adds.

Sue and her husband, Bill, are both engineers. I am hoping to be invited to their house for dinner soon...I love talking about substrates, binders, inks and films and such.



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Editor/Bean Counter

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# Did You

Ed's Column continued from the front page

offered excellent suggestions and options based on our needs. She didn't try to sell me a cookie cutter solution.

EH: I didn't even know Deb could cook.

BC: Deb personifies the things I expect from a professional. She knows her products, she works to understand what we're doing, she manages the process and she follows up. She makes it enjoyable to take her calls.

EH: We're talking about Deb Jensen, right?

BC: I explained to her that we remove OEM logos on the outside and the inside of our cars. We need to replace those with stylish, durable versions of our logo that are the exact size and shape of the original badges and labels. TLP worked with us to design eye-catching, domed badges for both the outside and the inside of the cars. And they're working with us to produce individual spec labels that will go under the hood on intakes, support structures and other parts of our conversions and customs.

EH: I had no idea that we could design and produce domed logos that look this cool.

BC: As I said, they project the high-class image we want. Any other questions?

EH: None that I can think of. This interview went a little quicker than I anticipated.

BC: Great. Very efficient. One suggestion.

EH: What's that?

BC: Next time use the phone.

## Introducing PRINTect

TLP introduces PRINTect, a new label that is resistant to chemicals and scratches. Typically, labels used in harsh environments required overlaminating the films to protect the thermal transfer print. But TLP PRINTect eliminates the need for overlaminating, saving money.

Customers do not need to keep "pre-printed" stock on the shelf. Now you can print these resistant labels "on-demand." TLP PRINTect has a high chemical resistance to acetone, diesel, xylene, brake fluid and other chemicals. UL approval is pending.

These labels are ideal for the automotive, pharmaceutical and consumer electronics industries and other applications.

For more info about TLP PRINTect or to obtain samples, call us at (262) 703-5000.

- Motorists in Wisconsin must have headlights on beginning 30 minutes before sunset and until 30 minutes before sunrise. If you use your bright lights, you must dim them when you approach an oncoming vehicle within 500 feet. Citations cost about \$150 and 3 points on your record.
- Drivers shall not follow another vehicle more closely than is reasonable and prudent based on the speed of the vehicle, road conditions and traffic. Tailgating tickets cost \$186 and 3 demerit points.
- Drivers in Wisconsin must move over a lane if possible or slow down if changing lanes is not safe when encountering a law enforcement vehicle, ambulance, fire truck, tow truck or highway construction vehicle stopped on the side of the road with its lights flashing. TLP is making bumper stickers reminding drivers about this law. The bumper stickers are being provided to the Milwaukee Sheriff's department for free in an effort to keep officers safe.

# Know?



## Di-namic Update

**Diane Plateless Receives US Patent and Trademark "Service Mark" Status**

I'm happy to announce that I'm now officially one of a kind! The mold has been broken, and I can now get my registration mark tattooed on my...arm. I have joined the esteemed and patented ranks of my partner, Ed Hesive. I can't wait to share the good news with him. Although he's been pretty hard to find since he showed Mike Erwin his tattoo at the holiday party. For those of you that missed it, it wasn't pretty!

## Wisconsin Road Quiz - Win a \$50 Target Gift Card - Fax to (262) 703-5010.

Mike Witek won the holiday centerpiece, congratulations. Now it's your chance. First, circle the answer to the questions below. Second, fax your entry to TLP to the number listed above. If you answered the questions correctly, you will be entered into a drawing to win this month's gift card. Good luck!! (Answers provided in next edition of newsletter.)

Your vehicle must be parked within \_\_\_\_ of the curb.  
 2 feet      6 inches      12 inches      2-1/2 feet

You can not be ticketed for parking on the street and blocking your own driveway.  
 True      False

You must be parked at least \_\_\_\_ away from an entrance/drive/alley.  
 1 foot      2 feet      3 feet      4 feet

Drivers on a highway or roadway must yield to persons trying to merge onto the highway.  
 True      False

Drivers are responsible for any passenger who fails to wear a safety belt.  
 True      False

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

My newsletter preference  mail  email  both



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