

## **Hytrol Receives Presidential E-Award for Exporting Success**



*Hytrol was one of a select few companies nationwide that received the President's "E" Award. President Bush congratulates those companies in the Oval Office at the White House. Hytrol President, Gregg Goodner, and Hytrol Director of International Operations, Dan Fischbacher, stand just to the left of the President's desk. Bob West, Hytrol Vice-President of Business Operations, is behind the third man from the left.*

**O**n Thursday, May 24, 2007, Commerce Secretary Carlos M. Gutierrez joined President Bush at the White House to present Hytrol Conveyor Company, Inc. of Jonesboro, AR with the Presidential "E" Award for excellence in exporting.

"Exports create good high paying jobs here in Arkansas, and Hytrol Conveyor Company, Inc. is at the forefront of innovation and competitiveness," said Gutierrez. "I commend Hytrol Conveyor Company, Inc. for helping to grow new markets around the world."

The "E" Award is the highest honor the federal government can give to an American exporting company. The award serves to recognize U.S. firms for their competitive achievements in world markets and their part in increasing U.S. exports abroad. This marks the 45th Anniversary of the Presidential E-Award created by President John F. Kennedy in 1961.

"Hytrol has a rich 60-year history of success in the material handling industry," said Gregg Goodner, President of Hytrol. "For the past 15 years, we have strived to expand beyond the domestic market to become a global player in the industry. Our employees, our distributors and suppliers understand that this is an important part of our long-term strategy. We have worked as a team to achieve this goal. We want to be known as a world-class provider of material handling equipment, proudly located in Jonesboro, Arkansas."

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*Those present during the award presentation were, left to right; Israel Hernandez, Assistant Secretary for Trade Promotion; Ana Milena Arias, Hytrol Latin American Business Specialist; Gregg Goodner, Hytrol President; U.S. Commerce Secretary Carlos M. Gutierrez; Bob West, Hytrol Vice President of Business Operations; Kevin Roush, Hytrol International Marketing Representative; Dan Fischbacher, Hytrol Director of International Operations; and Ray Riggs, International Trade Specialist with the U.S. Department of Commerce.*

The President's "E" Award may be given to persons, firms, and organizations engaged in the marketing of products that make significant contributions to the expansion of the export trade of the United States.

"Hytrol Conveyor Company is a model example of a business that understands the global economy and what it takes to compete in the marketplace," said U.S. Senator Blanche Lincoln. "Hytrol has been a source of pride for Arkansans for sixty years, and I am pleased its outstanding work has been recognized by the prestigious President's "E" Award. This honor is a product of the hard work and commitment of the people of Hytrol. It is also a testament to the vision established by Tom Loberg, a dear friend who built a company that understands good business and values its employees and the services they provide."

"Hytrol is a recipient in recognition of the company's achievement in export growth in the U.S. business community and in the efforts to increase sales and protect U.S. jobs through the export of products," said Dan Fischbacher, Director of International Operations. "This is the first "E" Award that has been approved for an Arkansas company in more than ten years. By maintaining its total manufacturing operation in Arkansas, Hytrol is contributing to the stability and security of the community and Northeast Arkansas. Dedicated workers are one of the keys in maintaining the company's importance in its export business."

For Hytrol, export sales have increased by 90 percent over the four-year period. Only one year after beginning exporting, Hytrol began

translating its promotional material into Spanish to accommodate its distributors, which now number 23 in 13 countries. The company focuses on creating a good relationship with its distributors; trying to make them more competitive and involving them in project development. Surveying potential customers in Mexico shows a willingness to learn what foreign customers want and need.

"The President's "E" Award for Export Excellence is recognition of Hytrol's continuous striving for quality, from the manufacture of its many products, to the development of international marketing strategies to reach customers outside the U.S., said Ray Riggs, Senior International Trade Specialist, U.S. Commercial Service.

And, while expanding its international presence, Hytrol also keeps a deep appreciation for the hard work of its employees.

"It is an honor for us to accept this award on behalf of the Hytrol Family. The Hytrol family is not just one company, but many hardworking employees, distributors, suppliers, and customers working to make an exceptional product known for its integrity and quality worldwide," said Bob West, Vice President of Business Operations.

"We must give credit where it is due," added Goodner. "A special thanks to our employees, without their dedication this could never have been possible."

In addition, Fischbacher stated that, "America has recognized one of its' own as being a leader. We are deeply honored and grateful for this exceptional opportunity."

# PNEUMATIC LIFT & ROTATE DEVICE



Normally, conveyors are designed to move products in a straight line or around curves. In most cases, this works fine for practically every product. There are times, however, when a product must be rotated while on the conveyor. The reasons are many. A tote may need to be turned to apply a label or read a bar code. Workers may need a box rotated to make filling easier. In this case, the product conveyed is quite heavy and must be rotated on the conveyor during assembly. To accomplish this task, Hytrol designed a special lift and rotate unit.



This conveyor, actually a specially designed version of the Hytrol Model 190-PR, uses powered rollers. The unit is 80 in. long and 80 in. wide. A specially designed cross-bar pop-up section is used to rotate the product 90 degrees. The pop-up section is normally recessed into the conveyor to allow the product to convey into position. When in position, the cross bar is raised pneumatically, rotated 90 degrees, then lowered to allow workers to perform tasks on the opposite side. When the workers are finished, the product is discharged off the unit.



A special gum rubber "ruff-top" surface is mounted on the cross bar to allow for non-marring and maximum grip on the product.

*Reference Number: 138272*

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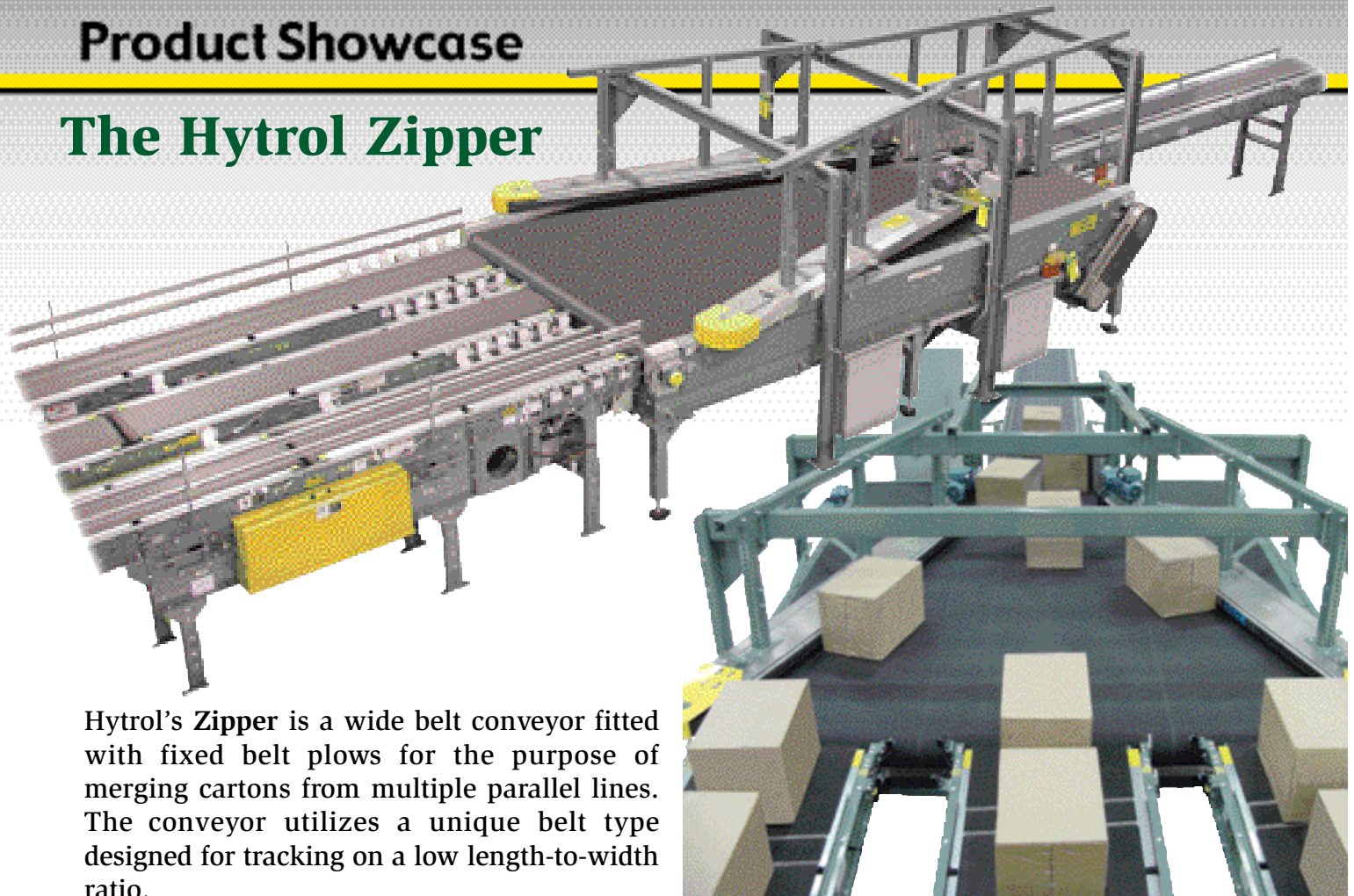
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## Product Showcase

### The Hytrol Zipper



Hytrol's **Zipper** is a wide belt conveyor fitted with fixed belt plows for the purpose of merging cartons from multiple parallel lines. The conveyor utilizes a unique belt type designed for tracking on a low length-to-width ratio.

The plow structure is floor supported and spans the conveyor width. This structure is used to support the belt plows over the conveyor belt and near the belt for low profile cartons. The plow support is designed to allow adjustment of exact plow location.

The conveyor and plows are direct driven with shaft mounted garmotors and variable speed drives.