

**OK.  
You're a  
member of  
AIMCAL.**

Need more brochures?  
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**Now  
what?**

# Welcome to the Association of Industrial Metallizers Coaters and Laminators — AIMCAL

You are now part of a vibrant, growing, international organization devoted to businesses involved in metallizing, coating and/or laminating. Now over 200 members strong, the group was founded in 1970 when the Vacuum Metallizers Association decided to add coater, laminator and supplier members. AIMCAL has enjoyed record growth the past few years by strategically focusing on adding value to AIMCAL membership. These ongoing efforts will continue in the years ahead as AIMCAL strives to meet the needs of its membership.

The success of AIMCAL in the past few years has resulted in the addition of a new division CEMA, the Converting Equipment Manufacturers Association. Formerly an independent trade association, CEMA membership voted to become a part of AIMCAL, effective April 1, 2003. This new organizational structure will bring new value to AIMCAL equipment manufacturers and the membership as a whole.

This guide is designed to give new members a feel for the value to be gained through their new AIMCAL membership. It is our goal to help you maximize the value of your membership for your company and enhance the personal growth of your employees.



Effective April 1, CEMA, the Converting Equipment Manufacturers Association became a division of AIMCAL. Under AIMCAL, CEMA will continue its focus on issues of importance to converting equipment manufacturers, including education, safety and product liability issues. Converting equipment manufacturer members of AIMCAL will also have voting membership in CEMA — at no additional cost. All AIMCAL members are eligible to participate in any events hosted by CEMA or AIMCAL.

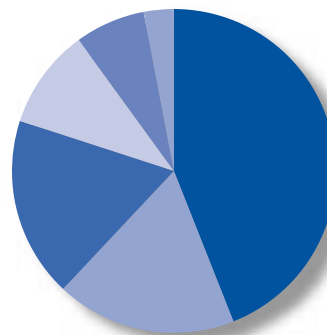
**JUST COUNT TO 4 TO REAP MAXIMUM BENEFITS FROM YOUR AIMCAL MEMBERSHIP**

## AIMCAL Mission

AIMCAL serves as the global forum for the flexible metallizing, coating, and laminating industry by providing resources, services and information. AIMCAL collects and distributes information to increase industry knowledge, while fostering an environment that builds relationships and a spirit of cooperation between member companies worldwide.

## AIMCAL Vision

The flexible metallizing, coating and laminating industry will recognize AIMCAL as the premier global trade association providing superior value and services that foster worldwide profitable growth and health.

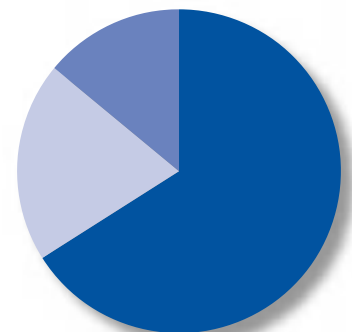


### MEMBERS BY BUSINESS TYPE

- CONVERTERS - 44%
- FILMS/PAPERS - 18%
- EQUIPMENT ACCESSORIES - 18%
- EQUIPMENT - 10%
- ADHESIVES/COATINGS - 7%
- TRADE PRESS/EXHIBITION - 3%

### MEMBERS BY REGION

- AMERICAS - 66%
- EUROPE - 20%
- ASIA - 14%



# 1

## SPREAD THE WORD ABOUT AIMCAL

When you join AIMCAL, everyone in your organization becomes a member. It is everyone's responsibility to let the full organization know about the value of AIMCAL membership. All key people in your organization including Sales/Marketing, Technical, Management and Human Resources personnel should be made aware of their AIMCAL membership and the benefits available.

### To Do

- ✓ Send your membership acknowledgement to the key people of your organization. Let them know their company password to the Members Only section of the AIMCAL web site and encourage them to take a look.
- ✓ Encourage key individuals to submit their contact information to be included in the members' mailings. Conference and seminar brochures, announcements, newsletters and other pertinent information is forwarded to this list.
- ✓ Circulate this brochure to your key personnel. Additional copies are available from the AIMCAL office.

# 2

## COMMUNICATE WITH AIMCAL

Complete and forward your company profile and directory listings to AIMCAL as soon as possible. Keep this information current by reviewing it annually or whenever a significant change occurs in your organization. This company information is posted to the web site directory and in the *SourceBook*. Add AIMCAL to your PR list.

### To Do

- ✓ Complete and forward your company profile and directory listings. This information is posted on the web site and in the *SourceBook*.
- ✓ Submit the contact information for all of your key employees. Include those who may have interest in participating on any of the AIMCAL committees.
- ✓ Add AIMCAL to your distribution list for company news. AIMCAL published member news on the web site and in the *AIMCAL News*. Don't miss the opportunity to tell the industry of your company's activities and successes.

# 3

## TAKE ADVANTAGE OF THE AIMCAL CORNERSTONES OF VALUE

AIMCAL has strategically defined its membership value in terms of four cornerstones of the association — Sales/Marketing, Technical, Economic/Research, and Networking. Understanding the opportunities to members in each of these areas is critical to maximizing your member value.

### SALES/MARKETING

AIMCAL offers members numerous opportunities to reach new customers and locate new suppliers. A few of the tools available to members are:

- **AIMCAL *SourceBook***, a directory of member products and services. Updated annually, and distributed to thousands each year, the *SourceBook* has quickly become an industry standard. Several Fortune 100 companies have standing orders for new *SourceBooks* each year.
- **AIMCAL News newsletter**, is published 3 times per year and provides a forum for members to communicate company activities to a broad audience of industry professionals and endusers.
- **AIMCAL and CEMA web sites** provide many opportunities to member companies to promote their products and services. Company news, contributed articles, online product and service directory are just a few. The web sites averages over 600 unique visitors per day and are an excellent opportunity to communicate company activities. The web addresses are: [www.aimcal.org](http://www.aimcal.org) and [www.cema-converting.org](http://www.cema-converting.org).
- **Ask AIMCAL** provides business opportunities for member companies. Leads received from Ask AIMCAL are emailed to the appropriate member and posted in the Members Only section for all to see.

### TECHNICAL

A broad range of technical value is provided to AIMCAL members. Educational opportunities exist where members can learn about the latest technological innovations, broaden expertise into new areas and serve as technical advisors to potential customers and others in the industry. The Members Only section of the web site is a wealth of technical value for members. Self-tutorials on coating, vacuum coating and adhesion are available to members at no cost. Past technical conference papers are available to review. Monthly searches of international patent filings are provided. AIMCAL and CEMA committees update membership on new technology, publications, regulations and legislation that effects the converting industry

- **Fall Technical Conference** is held every October and is targeted towards technical management personnel. Attendees receive the latest industry technical and market information from top people in the industry. Member companies can participate in a Table Top exhibition to maximize their marketing opportunities.
- **AIMCAL Summer School** is held every June and is targeted towards plant engineers and operators who need intermediate level course work in coating, laminating, vacuum coating, drying, mixing and web handling.

- **CEMA Coating Seminar** is held each April and is targeted towards individuals who desire an introductory level course on the coating process – from unwind to rewind.
- **CEMA Slitting and Winding Seminar** is held each November and is targeted towards plant engineers and operators who desire a better understanding of the slitting and winding processes.
- **AIMCAL Environmental, Health and Safety Summit** is held each February and provides a forum for manufacturing personnel involved in the regulatory and safety disciplines. A TableTop reception is available to members.
- **Ask AIMCAL** provides a service to members seeking answers to technical problems and questions. AIMCAL's Technical Advisory Panel does an outstanding job of providing answers to challenges faced in the converting operation.
- **Technical Publications** are available through AIMCAL including the Metallizing Technical Reference, Conference Proceedings, and Defect Guide.
- **Technical Committees** bring together individuals from member companies with similar technical interests to work on initiatives of interest to the industry. Committees take an active role in many technical issues of interest to the membership.
- **Members Only section of the web site** contains patent reviews, technical presentations, self-taught technical tutorials and more. Be sure to make the regular visits to the Members Only section of the web site.

#### **ECONOMICS/RESEARCH**

Members can take advantage of AIMCAL-sponsored research, reports and presentations prepared by outside experts as well as the association's network of committees.

- **AIMCAL Index** is a semi-monthly economic report of the industry health as reported by AIMCAL members. The Index provides an excellent method of following the economic trends of the industry from converters and suppliers, and addresses current topics and their impact on the industry.
- **AIMCAL News** features economic reports from various top industry professionals. **Annual economic reports** from top industry economists can be found in the Members Only section of the web site.
- **AIMCAL Sponsored Research** is conducted at significant savings to member companies. The most recent studies include technology trends in coating and vacuum coating and a global study on metallized films and papers.
- **AIMCAL March Management Meeting** provides a management forum for industry economic and market presentations focused on the global converting marketplace.

#### **NETWORKING**

Between AIMCAL and CEMA, there is a network of 11 committees working via teleconference and face-to-face meetings. Committees address a number of interests including Membership, Advanced Web Deposition, Environment, Vacuum Web Coating, Coating and Laminating, Economics, Safety, Window Film, Marketing and Competitions. Networking opportunities are also provided through AIMCAL and CEMA sponsored meetings and face to face interaction developed through association membership.

- **Committee membership** is available to all AIMCAL members. This is an excellent opportunity to network with industry peers and to assure that your voice is heard. You can contact the AIMCAL office or the committee chair to express an interest or learn more about committee activities.
- **Job Posting** is available on the AIMCAL website for member companies at no charge. In addition, members can review resumes sent to AIMCAL in the Members Only section of the website.



# **GET INVOLVED IN YOUR ASSOCIATION!**

To maximize your value, participate! Attend meetings, join committees and get acquainted with other resourceful people in the industry. Develop relationships—business and personal. Contribution is rewarded many times over.

**Individual  
commitment  
to a group effort,  
that is what makes  
a team work,  
a company work,  
a society work,  
a civilization  
work.**

**—Vince Lombardi, 1913-1970  
Legendary Coach of the  
Green Bay Packers  
Football Team  
(American)**

