



**Lessons From Life #34  
Marbles**

It's interesting, the bits of trivia on child psychology that Alex picks up...

E.g. A few years ago, he read about a simple test to try on his son, to see whether he is going to develop into a risk taker, or a "steady as she goes, sure thing" sort of a son.

The test involved soccer, OR any ball sport for that matter. Soccer suited Alex, because the three of us are soccer mad. Me, less so soccer mad, since Era became my preferred "game".

The test involved setting up two goal posts, and asking your son, to try and shoot a goal.

You give him THREE choices:

1. From a few feet away - you get ONE point (NO risk taking there)... You are SURE, to get it in, or
2. From 20 - 30 feet away, you get TWO points (a BIT of risk, BUT supremely... doable, if you know how to kick!), or
3. From WAY, way, way back, you get THREE points - a definite risk taker.

Alex told me about the game, BEFORE he tested George. He was worried that George would go for the "in the bag... oner"

Me, all my life, I've gone for the "three-er" (just ask Dick Bell) -- so I was hoping for my namesake to emulate his grandfather.

We were both pleased... George went for the bit of risk, "two-er".

Nice one Georgie.

We had a similar game in the 50's at Darlo Primary School... It went something like this...

MARBLES were BIG back then. No Mario Brothers, no Pacman, definitely NO PlayStation. WE, had to entertain OURSELVES.

So, we started playing "ringers"... Where somebody, anybody, had to knock somebody out of a chalked ring... That got boring after a while.

Then one fine day, somebody brought in a shoe box. A shoe box, that he had cut holes into... Different sized holes. The shoe box was up ended (open side, down on the ground) so now, you had to shoot marbles into a hole. The smaller the hole, the bigger the reward.

So, for example, if the hole JUST fitted a marble, you got 5 marbles, if you got it through... And, down to 1 marble, for the biggest sized hole.

Get the picture?

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**George's 25th Anniversary Speech**

Good evening ladies and gentlemen. This is a special night. It is a night that we celebrate our 25th Birthday. Mind you our birthday was back on April 12th, BUT this is the time, and the place, to celebrate. I promised my family that this would be a LITTLE speech. If I ramble on and on, I'd probably embarrass myself, AND my family.

So let me start by saying THANK YOU. Thank you all for being here tonight to celebrate this extra special occasion. And thank you for being a part of our lives.

This company was born, out of necessity, nearly 26 years ago. Why necessity?

I was out of a job, and I had a young family (and a young wife!) to look after. Somebody once said, and I think maybe it was Steve Jobs, that "nothing focuses the mind like when you're looking at death." My "death", was no job, no money and no future, and being embarrassed about it. In such situations your mind wants to crawl up into a foetal position and suck your thumb. That's what I did, for about 1 week.

Then my guardian angel started to nag me. She would lecture me every night, after the children went to sleep. She would lecture me, to stop feeling sorry for myself, to pull my socks up, and to put the same passion, and drive, that I had into STARTING OUR OWN BUSINESS. For every excuse I would give her, why we shouldn't, and couldn't, start our own business, she would give me one more reason why we should, and could. She focused my mind for me. And somewhere in the background of these endless conversations was the thought, and fear, that not only had I let my family down, but I had also let my father down.

My father had made enormous sacrifices in HIS life, to give his children a chance to do something, something special, and substantial, with our lives, and I felt that I had let him down, badly.

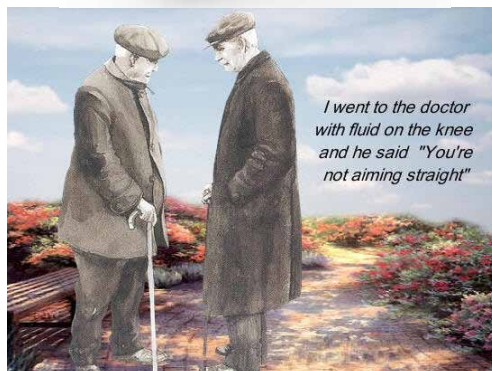
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**Era Polymers and ChemPoint.com  
announce partnership for Polyurethanes**



Era Polymers is pleased to announce a new partnership with ChemPoint.com, the leading e-distributor of specialty and fine chemicals. ChemPoint will provide marketing, sales, technical support, and order fulfillment for our polyurethane prepolymers and curatives within North America, Europe, the Middle East and Africa.

As the leading "e-distributor" of specialty and fine chemicals in North America, Europe, the Middle East, Africa, Asia and Latin America, ChemPoint.com engages in exclusive product line relationships with premier manufacturers. Combining leading edge technology and the most efficient business process with personal service and technical support, Era Polymers is looking forward to developing an ongoing business relationship with ChemPoint into the future.



*I went to the doctor with fluid on the knee and he said "You're not aiming straight"*

*Era & Samos Polymers*  
**Christmas Closure**  
Closing  
Thursday 22nd December 2011  
Opening  
Wednesday 4th January 2012  
We wish you a safe and Happy Christmas and all the best in the New Year



The next day, twenty kids showed up with shoe boxes. The REAL game of marbles was ON!

This was the 50's remember. We were baby boomers. Our families were migrants. They had thrown their old European life away, to make their way in the New Promised land... So our parents were RISK TAKERS. Their children, us, were risk takers. We and our parents, had nothing to lose and the whole world to gain.

The game of marbles became brutal. Kids divided into TWO camps... There were the shoe box owners and the marble "hustlers". The hustlers were RISK TAKERS... They went for the smallest hole. So they either "busted", OR became the "busters".

Kids were raiding their Commonwealth Bank money boxes, to buy more marbles. As I said it had become a brutal WAR.

Then one fine day, Andrew, John, and I had a brainstorm... We would band TOGETHER. THREE of us, would own ONE shoe box. We now had THREE times as many marbles, as any other shoe box owner... Strength in numbers, huh!

So, we offered 6 marbles, whereas everybody else offered only 5.

The risk takers lined up to take us on (We also had the advantage of THREE shoe boxes. The kids with one box, soon found out their "battered" holes, let in more marbles than ours did. We would rotate our boxes... To keep the holes "fresh").

WE won... Handsomely.

I admit it wasn't a fair fight. BUT, what's fair, about WAR.

We would retreat to the Scottish Hospital after school, to split up the spoils of war.

We drowned ourselves in marbles... But then we discovered slingshots... And THAT's an entirely different story.

## "Global Reach, Family Values"

Era's Distributors – Introducing Behn Meyer and Comercial Química Massó



**Comercial Química Massó**  
[www.cqmasso.com](http://www.cqmasso.com)

COMERCIAL QUÍMICA MASSÓ is one of our newer distributors in Europe. There are many things to like about dealing with a company such as this, but one of the best is that they're more than 100 years old and yet the company President is still a Massó! Big company with family values. Nice!

We knew they were serious about representing us in Europe when Isidro Massó and Joaquin Cadefau decided to visit us in Sydney and inspect our company before we did the deal.

It was a nice touch by them.

Massó now represent us in Spain, Portugal, Hungary, Czech Republic, Slovakia, Poland and Romania. Tinus Cording and Joaquin Cadefau do a great job of growing our business in Spain and Portugal, whilst Jan and Peter do the same in Eastern Europe. Massó knows the elastomer business extremely well and our companies are a great fit for each other.

Congratulations Massó on reaching 100 years in business. Era just has 75 years to go.



**Behn Meyer – Vietnam**  
[www.behnmeier.com](http://www.behnmeier.com)

An age old company that has been in the chemical trading business since 1840, originating in Hamburg Germany.

Nowadays Behn Meyer has a strong global reach from South East Asia, Europe and the USA. Two representative offices were set up in Vietnam in 1993 in the South (HCMC) and 1997 in the North (Hanoi).

Impressive state of the art warehousing, head office and marketing facility was set up towards the end of 2009 in the Bin Duong Province.

Behn Meyer Vietnam has been representing Era Polymers over the last decade, where we initially introduced the Erapol range of castable Polyurethane elastomers into a relatively new market.

Over this time a number of manufacturers within the rubber processing industry in Vietnam have incorporated the "Erapol" polyurethane brand into their manufacturing facilities.

Thank you Behn Meyer for your assistance over the past decade as we both continue to work together and grow the polyurethane market in Vietnam.



### Congratulations to PT LautanLuas Tbk.

Our Indonesian distributor, PT LautanLuas, celebrated their 60th anniversary in August 2011.

A Gala Dinner was held at Mulia hotel, Jakarta where the founder and patriarch, Mr. Adyansyah Masrin and his wife Mrs. Joan Fudiana, greeted guests throughout the evening.

Amongst the 1000 guests was the Indonesian Minister of Trade Dr. Marie Elka Pangetsu.

## Behn Meyer Group and Era Polymers Pty Ltd

- Seminar:** Rubber Plastic Manufacturers Association (RPMA), a member of Vietnam Rubber Association (VRA).
- Venue:** Plastic and Rubber Technology Center (PRT) Ho Chi Minh City Vietnam
- Presentation:** Polyurethane Products - Theory and Application
- Date:** June 23rd 2011

The seminar was jointly organised by Behn Meyer and the RPMA of Vietnam. Mr. Nguyen Quoc Anh, Chairman of RPMA, arranged the gathering of current and prospective rubber & Polyurethane customers. Attending the seminar were more than 30 participants from different industries including; printing rollers, rubber rice dehusking rollers, conveyor belts, automotive and the technical parts industries. Era Polymers introduced the theory and application of Polyurethanes for these and other industries.

The presentation made by Era, encompassed a pictorial representation of a variety of finished products made from Polyurethane for use in many different applications. It was followed by a Q&A session about PU, it's processing, and its advantages against rubber plastic & metal.

## George's 25th Anniversary Speech Continued

And even though he passed away, 18 years ago, I am still driven by the same fear of failure, and more importantly, by a need to show him, that I gave it my best shot. That I didn't let him down. So, Era and Samos Polymers are still, 25 years later, work in progress. Where the whole company gives it, its best SHOT - EVERYDAY!

Some of my Chinese friends like to say that, "Life is a long journey and we have only just begun".

That's Era, its ONLY 25 years young and has, a long, long fruitful journey ahead. So again, thank you all for being a part of this journey.

There is another saying which I would like to share with you. It goes something like this "What doesn't break you, makes you even stronger" My last boss tried to break me. All he succeeded in doing was to make me stronger, much stronger, and inadvertently, helped this company to be strong, very strong.

I would like to say thank you to all our employees, past and present, for being part of the Era family, for helping to make this dream come true.

As my employees will tell you, what I tell THEM, is that a company can only be as good as the people it employs. And we have, over the last 25 years, employed a lot, of very good people.

I would also like to thank ALL of our friends and customers, WITHOUT you, and your support, we wouldn't have survived AND thrived, these last 25 years.

And lastly, I would like to thank one very special person. It is because of her, more than anybody else, that we are here today. She made ALL of the last 25 years possible.

She breathed into me, a desire to create this company. It was because of her, that this dream became reality. So how do I thank her? We'll, I'd like to play a love song. In fact, I'd like to play that love song TWICE. The song by the way lasts 3 minutes and 50 seconds. Why TWICE?

Well, on the 4th December 1976, 35 years ago, (our anniversary is next week in fact) my new child bride (she was 19) and I (I was pushing 26) danced a solo dance, on our wedding night. I think that it's time, we did it again. And our solo should last a couple of minutes. That should be enough time for us to pretend that we're 26 and 19 again, and our lives together are just beginning.

Then I would like Alex and Francene and Niki and Shannon to join us for another minute, or so.

As you probably gather, my family is EXTREMELY important to me.

Without them I am nothing.

Tina and I are blessed to have these 4 exceptional, caring, beautiful children and they in turn, between them, have given us 6 extraordinarily special grandchildren. So my wife and I, are indeed truly blessed.

And when the Papamanuel clan has done, their solos, I would like EVERYBODY, and I mean EVERYBODY, to join in, on the dance floor.

And why is this particular song so special? Well, you have to listen to the words. If you want to understand me, and especially if you want to understand this company and its journey, LISTEN TO THE WORDS.

Thank you

To listen to this song, "YOU'RE THE BEST THING THAT EVER HAPPENED TO ME" by Ray Price, please click on the link below

<http://www.youtube.com/watch?v=ybF54rifato>

## The Icynene Insulation System®

Healthier, Quieter, More Energy Efficient®

### The best insulation solution for your home!

Insulating your home has never been easier or more economical with Icynene®, the leading soft spray foam insulation and air barrier system. Icynene® creates a superior air-seal around your home which effectively minimises air leakage to deliver advanced moisture control, healthy air, and energy savings of up to 50%.

Era Polymers is proud to announce that we are now the Australian and New Zealand licensed distributor for all Icynene® spray foam insulation products.

The Icynene Insulation System® is a 100% water-blown, expanding soft foam product available for spray application or as a pourable foam. Icynene® outperforms other insulation materials by providing ideal R-value levels and air-sealing in one step, without the need for labour-intensive sealing materials.

<http://www.icynene.com/>

## Erapol EMD73RB - RubberTough Industries

RubberTough Industries (RTI) was contracted to carry out approximately 1350m<sup>2</sup> of free hand EPDM rubber wet pour in July this year. EPDM (Ethylene Propylene Diamine Monomer) is a high density rubber, capable of being ground to a very smooth, even finish.

This was a challenging job for RTI as there were vertical walls and tight angles to overcome as well as several different blends of EPDM colours to mix. Timing was also a factor as they were required to lay a large area of EPDM in the midst of a Melbourne winter.



Bearing all of the above in mind, RTI decided to use **Era Polymers' EMD73RB** as the binding material for this project, as it has been tried and trusted in other similar projects.

RTI used over 15,000kgs of base rubber, 15,000kgs of EPDM and in excess of 4,000kgs of **Erapol EMD73RB**. The project took a total of two weeks to lay, and led to the landscape architects and head contractor being ecstatic with the overall result.

This type of project goes to show what can be done with a bit of imagination and the use of approximately 500 old discarded truck tyres mixed with polyurethane.



**Erapol EMD73RB** is a single component, moisture cured polyurethane designed as a low cost means of binding reconstituted rubber to produce safety solutions for various applications such as sports surfaces, playground surfaces and underlay for synthetic grass.



For further information on **Erapol EMD73RB**, please contact Head Office on +61 (0) 2 9666 3788.

Meet the Era Team



**Francene Papamanuel**  
Accounts



**Irena Handoko**  
Senior Chemist-Elastomers

It gets interesting owning a family business... Many of our customers confuse Alex and I. Some think that Alex is the father, and I'm the son!

Qantas seems to have the same problem, in that Alex has been upgraded into Business Class at least a couple of times over the last year... While his poor old dad, sticks it out, in the back of the plane.

Ditto Francene and Tina.

Francene is our daughter in law, right. A lot of our suppliers are bowing and curtsying to Fran, thinking that she is THE Mrs Papamanuel... But then again, maybe she is... She is the one, who authorises who gets paid, when!

When she's not doing that, Fran is busy (I don't know where she finds the time) being a superb mother to George, Tina (NO, that's GRANDAUGHTER Tina) and Evie. And she keeps an immaculate house to boot. A chip off the Papamanuel block, I say!

Irena has a gift and it's called CHEMISTRY. She's good, very good at it. She does stuff that we are all in awe of (damn, who once said that you should never end a sentence with a preposition?).

"Hey", says B1, "maybe I should approach her, in a high class way, because we're a high class company of course!" She's good at MSDS's. She's good at Pronto. She's good at everything she touches.

She's quiet and has a disarming smile, but with the self-confidence of knowing, that she knows, what she is doing.

A very high class lady indeed.



*Spreading the word: Rob McLean, our National Foams Sales Manager, on a recent trip to Mozambique. Check out the hat!*



Baby News

Parvis and Farzona Adelpour had a baby girl!

**Yasmine Adelpour**

Born: 22nd October 2011

Time: 4:24am



Era Polymers Literature Downloads

Don't forget to visit <http://www.erapol.com.au/english/Downloads.html> to view or download our latest Brochures, Flyers and Bulletins.



Who's new to the Era Team?

- Era NZ Accounts: Joelene Yorke
- Testing Engineer: Arlingga Sutinah
- Development Chemist: Rhys Waldron

For more information on any of the products featured in this Newsletter please contact Era Polymers on +61 (0) 2 9666 3788 where one of our representatives will be able to assist you. Alternatively email [erapol@erapol.com.au](mailto:erapol@erapol.com.au)

Strategic Alliances

