

# Introduction to Florida Seal & Rubber, LLC

*Your Source for Sealing Solutions*

# Intro to Florida Seal & Rubber LLC

- 1. Introduction**
  - History & Core Competency
  - Line Card
- 2. Sealing Solutions Supply Chain**
- 3. Quality**
  - ISO Registration
  - ITAR Registration
- 4. Operations Platform**
- 5. Technical Base**
- 6. Why FSR**
  - Pre Sale (Demand Creation)
  - Logistics
  - Post Sale (Service, Service, Service)
  - Customer Knowledge
- 7. Markets Served**
- 8. Summary**



# Introduction

## History

Florida Seal & Rubber LLC, is a distributor of seals, gaskets and EMI/RFI Shielding products. The company was started in March 1978 as a joint venture with the Parker Seal Group. Florida Seal has been providing high quality sealing products for over 30 years.

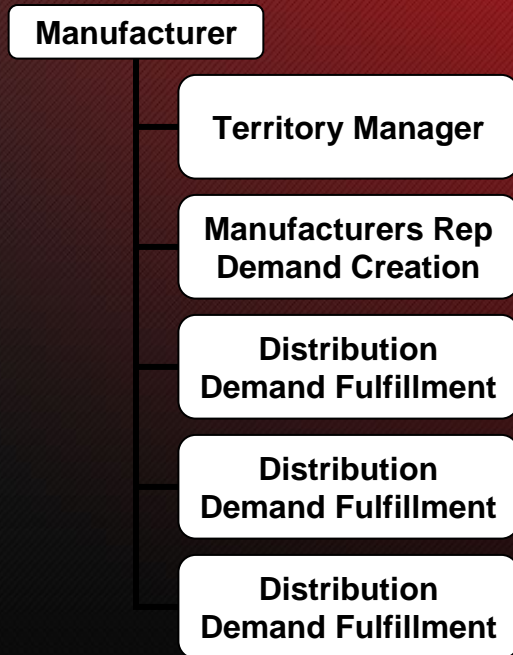
## Core Competency

Design win/demand creation (engineering), logistics management, manufacturing, assembly, Integration and post-sale customer service.

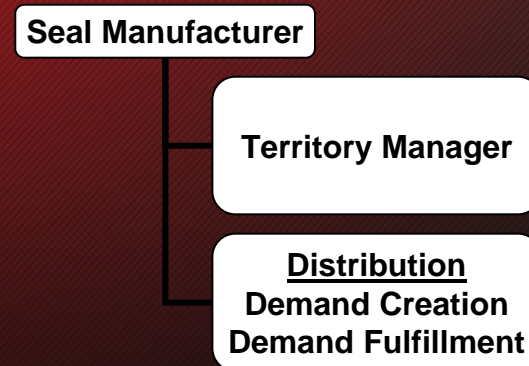


# Sealing Solutions Supply Chain

## Conventional Model



## Sealing Solutions Model “Science”



# Quality Registration Certificate

Intertek



Certificate Number  
US-2177d

Initial Certification Date  
November 7, 2002

Certificate Issue Date  
February 23, 2010

Certificate Expiry Date  
February 2, 2012



## Certificate of Registration

The following organization's quality management system has been assessed and registered by Intertek Testing Services NA, Inc. as conforming to the requirements of:

**ISO 9001:2008**

Organization:

**Florida Seal & Rubber LLC**

Main Site: 10350 Fisher Avenue, Tampa, Florida, 33619, USA

The Quality Management System is applicable to:

Florida Seals and Rubber is a distributor of rubber sealing products including backup rings, composite seals, custom rubber products, custom molded EMI/RFI shielding, extrusions, gaskets, hydraulic seals, metal seals, molded shapes, packing, rotary seals, sheet goods, teflon seals, and thermal management products.

In the issuance of this certificate, Intertek assumes no liability to any party other than to the Client, and then only in accordance with the agreed upon Certification Agreement.

A handwritten signature in black ink, appearing to read "K. Minard".

Intertek Testing Services NA, Inc. – Boxborough, MA, USA

# ITAR Registration Document



United States Department of State  
Bureau of Political-Military Affairs  
Directorate of Defense Trade Controls  
Office of Defense Trade Controls Compliance  
Compliance & Registration Division  
Washington, D.C. 20522-0112

March 1, 2011

MICHAEL NICHOLS, PRESIDENT  
FLORIDA SEAL & RUBBER, LLC  
10350 FISHER AVENUE  
TAMPA, FL 33619

**REGISTRANT CODE: M26556**  
**EXPIRATION DATE: 03/31/2012**

Reference: Manufacturer Registration Statement, Transmittal Letter and Fee Submission

Dear Mr. Nichols:

The Office of Defense Trade Controls Compliance, Compliance and Registration Division (CRD), received your registration statement, transmittal letter and fee to register as a manufacturer. Our review is now completed. Your registration code is M26556. It expires on 03/31/2012.

Any person who engages in the United States in the business of either manufacturing or exporting defense articles or furnishing defense services is required to register and keep their registration current with this Office pursuant to the Arms Export Control Act (AECA) and the International Traffic in Arms Regulations (ITAR Part 122). Registration serves as a precondition to submitting an application for an export license or other approval from the Directorate of Defense Trade Controls (DDTC), or to use of export exemptions. This registration does not satisfy the requirements for registering as a broker pursuant to ITAR Part 129.

As you are the senior officer who has been empowered to sign the registration statement and transmittal letters, we ask you to confirm which key senior officer listed on the registration will oversee the export compliance program and be responsible for designating the full-time employees who will serve as "empowered officials" at their place of employment. We further request that you provide us with a list of qualified, full-time employees who will serve as "empowered officials" by name, position, business unit, phone and fax. Please provide this information by fax to the attention of Compliance and Registration at (202) 261-8695. Please note that third parties (individuals who are not full-time employees, such as consultants, subcontractors or outside counsel, for example) cannot serve as "empowered officials."

ITAR Section 122.5 requires you to maintain records concerning your registration and the manufacture, acquisition and disposition of defense articles; the provision of defense

# Operations

**Business Platform:** The investment in the business platform in conjunction with the Internet, allows the support of multi-location customers throughout the world. This combined with overnight transportation allows the communication and replenishment of product over night.

## Hardware Platform:

- Active Directory Server
- Citrix Server
- Trulinx Database
- Microsoft Office Products
- Pix Firewall
- 48 Port Switch
- WYSE Winterm Thin Clients
- Intermec Bar Code Printers
- Symbol Hand Held Wireless Scanners

# Technical Base

## Communication & Report Capabilities

- Bright house internet connectivity
  - Verizon T1 relay backup recovery
- VPN connectivity for mobile and remote users
- Wireless network (Secure)
- On-line training presentations
- Proprietary database
  - Tracking of samples, quotes, sales and financial performance
- On-line criteria specific reporting capabilities
- Customer Web Portal – In process
- Electronic Data Interface – See FSRFACT Presentation
- Marcom Program – Internet, message on hold, line card, email campaigns, technical mailers and target Product market analysis

**Technical knowledge** - The average years in the sealing business of the FSR sales team is 16.75 years

# Why FSR?

1. **Operations**
2. **Engineering (Demand Creation)**
3. **Sealing**
4. **Fabrication**
5. **Manufacturing**
6. **Logistics**
7. **Quality**
8. **Customer Knowledge**

# Why FSR?

## 1. Operations

- Business Platform
- Hardware Platform

## 2. Engineering (Demand Creation)

- New Programs
- Current Programs
- Material Introduction

## 3. Sealing Products

## 4. Fabrication – Gaskets & EMI/RFI Shielding

## 5. Manufacturing – Manufacturing, Integration & Assembly

## 6. Logistics – FSRFACT (Presentation Available )

- Financial
- Inventory
- Operations
- Value Add
  - TAC Program
  - VMI – Auto Replenishment
  - Packaging
  - Bar Coding
  - Custom Labels & Kitting

# Why FSR?

## 6. Quality

- Customer Service (Mindshare)
- Geographical Location
- Quality

## 7. Customer Knowledge

- People
- Industry Requirements
- Quality Requirements
- Production Demands
- Cost Limitations
- Receiving Process's
- Inventory /Storage

# Markets

## Primary

- Aerospace
- Fluid Power
- Medical / Healthcare
- Military / Defense

## Secondary

- Semiconductor
- Telecom
- Transportation
- Food Processing
- Power Plants
- Energy, Oil, Gas
- Chemical Processing

# Summary

- **Established presence**
- **Extensive market knowledge**
- **Strong supplier relationships**
- **Long term commitment to mutual success**
- **Technical sales team**
- **State of the art information technology**
- **Proven track record selling design intensive products**
- **Proven Strategic Selling Practices – Best in Market**