



Contact: Kurt Praschak  
973.992-7800, x.289 (office)  
201.572-4805 (cell)  
kpraschak@successcomgroup.com

## KINEDYNE CORPORATION MARKS FORTY YEARS OF BUSINESS EXCELLENCE

### **New Jersey company has grown into global leader in cargo control products**

**BRANCBURG, NJ (March 27, 2008)** – Excellence stands the test of time. It's true with classic cars, college football, home cooking, and with businesses, too. Excellence – it's a hallmark of the best companies, including Kinedyne Corporation, the world leader in cargo control products for the transportation industry, which in 2008 marks the 40<sup>th</sup> anniversary of its establishment.

"Four decades is a long time to keep growing, to keep improving – I view our history of achievement as a direct reflection on the outstanding quality of the entire Kinedyne team," says Jim Calico, the company's vice president of sales and marketing, and a Kinedyne employee of more than 25 years. "From design, to manufacturing, to sales, we're strongly committed to providing our clients with the finest products available, at competitive prices. If there's a single Kinedyne formula for long-term success, that's it."

Kinedyne was founded by Jim Klausmann in August of 1968, in the heart of the turbulent '60s – long before personal computers, the Internet, and the entire digital age. The United States was embroiled in Vietnam, Detroit and Newark started to rebuild from the previous summer's rioting, and Richard Nixon was president.

Over the course of four decades, Kinedyne has evolved from a single facility in central New Jersey -- with two employees -- to an international organization with facilities in four countries. As a vertically integrated manufacturer, its capabilities include synthetic web production, roll forming, and fabrication of strap assemblies. Kinedyne Corporation is the parent company for a worldwide operations group including Kinedyne Canada Ltd. (Canada) and Kinedyne Ltd. (China), and an affiliation with Sistemas Kinedyne, S.A. (Mexico).

The company's initial focus was marketing products for cargo securement used by the transportation

(more)

industry. As the company grew and product lines evolved, it identified synthetic web tie-downs for flatbed trailers as a product innovation with great potential – compared to the traditional use of bulky metal chains. The industry embraced the product, and within several years Kinedyne was well on its way to the dominant brand position it still enjoys some four decades later.

Of course, as with any growth company, there were many milestones along the way. These include:

Year	Event
1968	➤ Kinedyne Corporation is formed, with the intent to pursue opportunities in the cargo securement market. The name Kinedyne is derived from combining the words "Kinetics" and "Dynamics," thus representing the purpose of the company's products.
1973	➤ Kinedyne Canada Ltd. builds a 27,000-square-foot facility in Toronto, Ontario to house the growing Kinedyne manufacturing and distribution operations in the Canadian market
1977	➤ A warehouse in Georgia is opened to support growth in the southeast region of the U.S.
1986	➤ The company breaks ground for a 16,000-square-foot facility in Prattville, AL to expand on its manufacturing of high quality synthetic web material for use in Kinedyne straps.
1989	➤ Kinedyne acquires the Cargo Control division of Aeroquip Corporation of Lawrence, KS for access to the products and technology of its cargo securement products.
1990	➤ The company breaks ground for a new 47,000-square-foot facility in Lawrence, KS to serve as Kinedyne's main operational facility. It allows for consolidation of manufacturing and warehousing into a single location.
1994	➤ Kinedyne South America is formed in Buenos Aires (Argentina) to capitalize on growth opportunities and serve as a base for manufacturing and assembly services to support the South American market. At about the same time, Sistemas Kinedyne, S.A. is formed in Tlalnepantla (Mexico) to provide similar services to the Central American market.
1999	➤ An expansion of 30,000-square-foot to the Prattville, AL facility is initiated due to growth.
2006	➤ The first Kinedyne facility outside of North America, Kinedyne Limited, opens in Kunshan, China. The new facility supports efforts to lower costs and implement quality control standards for all company activities in the region. The facility begins producing synthetic web material to provide standardized and high quality tie-downs to all global markets.
2008	➤ Kinedyne celebrates 40 years in business. The company has operations in four countries and more than 400 full-time employees worldwide.

Today – with its broad array of offerings focused on the Flatbed Trailer and Interior Van segments of the

(more)

## Kinedyne 40<sup>th</sup> anniversary / page 3

cargo control market – Kinedyne sets industry standards in engineering, manufacturing, distribution, and customer service. In the cargo control industry, only Kinedyne features on-site production of webbing and logistics track, an arrangement which dramatically reduces lead time and ensures overall quality.

For 2008, highlights from the Kinedyne product offering include:

- K2 Kaptive Beam® Decking System – This captive beam system features high-strength aluminum alloy track material, captive decking beams and a host of options, all of which help optimize transportation efficiency.
- Rhino Web – This product offers superior abrasion resistance, compared to traditional synthetic web strap, and will yield 30% more tensile strength than standard straps after severe abrasion. It is also 30% thicker than a standard strap, with a tougher surface to accurately simulate weather conditions on the road.

“This company’s story is one of steady, measured expansion – to the point where we now have locations in the United States, Canada, Mexico and China,” says James Klausmann II, executive vice president and son of Kinedyne’s founder. “We know the cargo control needs of our customers as well as anyone, and when a need arises, or a new technology is required, we respond.”

As an example of its responsiveness, Kinedyne addressed rapidly growing demand by expanding several facilities over the past four decades. During the last two years, the company completed a plan to design, construct and staff its first facility outside of North America, in Kunshan, China. The decision to build this China facility was based on Kinedyne’s long-standing commitment to quality control and innovation.

According to James Klausmann II, the decision to establish a base in China was based on an evaluation of the company’s strategic plans across all of its global markets.

“The new facility will serve as base of operations for all of our manufacturing and procurement activities throughout China and Asia,” he explains. “This was a move we had to make to maintain our competitive edge. The big difference between us and our competitors is that our facility is staffed by Kinedyne employees, giving us complete control over the quality of our products. This approach also ensures that

(more)

#### Kinedyne 40<sup>th</sup> anniversary / page 4

everything coming through the facility will meet the high standards for quality and service our customers have come to expect of us."

Despite its established position as a leader in its industry, Kinedyne staff constantly works to improve on existing products and deliver new concepts to the marketplace. This focus on continuous improvement can be attributed to the company's employees, many of whom have been with Kinedyne for several decades. The company tag line -- "Kinedyne, The Cargo Control *People!*" -- serves as a daily reminder of the unmatched service Kinedyne employees are known for across the industry.

"Our customers are remarkably loyal, and I attribute this to our continuous effort to provide an unequalled purchasing and service experience," Calico says. "And as long as we're in business, that's never going to change. No one is ever going to out-work the Kinedyne team."

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