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FRE Composites Contributes to the Rebuilding of New York

In the wake of the devastating events of September 11th, New Yorkers were faced with the daunting prospect of rebuilding the substructure that was damaged by the collapse of the World Trade Center towers. An extremely important part of that substructure is the Path (Port Authority Trans Harbor) tunnel system, the network of underground and under harbor transit lines that carry hundreds of thousands of people to work in New York City and back home again every day.

The collapse of the Twin Towers crushed those parts of the tunnels that ran under the World Trade Center. With the

tunnel system inoperative, the Port Authority took advantage of the down time to initiate an aggressive schedule intended not only to repair the damaged tunnels but to also upgrade the entire system.

With the system down, electrical engineers were charged with the task of replacing old electrical duct banks with the best conduit material currently available for this application. Their choice of FRE Composites fiberglass conduit demonstrates clearly that this product has truly come into its own as a low cost, high value alternative to older, more traditional types of conduit

materials.

With the enormous number of commuters now displaced by the temporary loss of the Path Tunnels, there was tremendous pressure on the Port Authority to rebuild and reopen the system as soon as physically possible. To that end, an extremely aggressive construction schedule was developed. The contractor assigned the job of rebuilding the conduit banks needed more than 200,000 feet of conduit in a very short time in order to meet the deadlines the Port Authority had established. FRE Composites was able to produce the entire job and have it ready to

ship in less than one month after receiving the order. In addition to filling the Path tunnel order, FRE Composites experienced no downtime in the production schedule for other jobs already on the books, clearly demonstrating the tremendous capacity of the FRE Composites plant.

With the rebuild of the Path tunnel system well under way, FRE Composites takes great pride in knowing that our product and our capacity have combined to play an important role in the rebuilding of this important part of New York's transportation system.

Inside Sales Support Notes

Take a look around FRE Composites these days and you'll see the emerging face of a new, redirected and very focused company. In this issue of Newspec we list over 20 new rep agencies that have joined us over the past six months. These agencies represent the change in direction that has marked the growth of the company this year. With expanded horizons and a much larger sales force, FRE Composites will continue to carve out new markets and new business in the United States, Canada and the world.

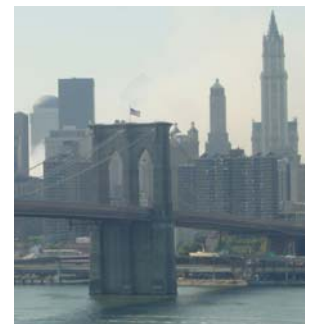
However, with a larger agency network comes the responsibility to adequately train and support the sales reps. That commitment has already been made on a company wide basis, but each department is also

dedicated to developing new and better tools to support the new sales initiative agreed upon at the beginning of this year. To that end, the Inside Sales personnel has been hard at work developing materials intended to welcome new reps and to help them to get up to speed quickly with our line.

One such tool is the new "New agent Introductory Package" now under development by our inside sales personnel. This kit gives new reps important information about who the players are at FRE Composites and what their respective job responsibilities are. The new kit also quickly and easily explains our various forms and how to use them as, for instance, what promotional materials are available for the new rep and what the procedure is to request them.

Another new and very important tool in development is an updated and comprehensive database that will serve as the basis for a new series of marketing mailings being planned for the second half of this year. As part of that database, our sales team is building a library of articles, testimonials and related material designed to be readily available for rep training, contractor and engineering presentations and marketing programs.

FRE Composites recognizes the importance of training and support materials and is committed to the ongoing development and perfection of such tools as part of our contribution to the new sales and marketing initiative.



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Benoit Arsenault
President and CEO

A Word from the President and CEO

Recently, FRE Composites took another step forward on its journey into the new millennium. In May, 11 members of the FRE Composites workforce were selected for an 18-month voyage into the inner workings of FRE Composites. Cloistered for 3 days of intensive work and interaction, this group represented all of the various departments that make up the fabric of FRE Composites. The program, put on by Decision Processes International (DPI), an internationally renowned firm, is designed to guide a team made up of some of a company's key staff members as they work toward the identification of the underlying factors, or "driving force", of their company.

The DPI program was remarkable in its ability to take 11 different viewpoints of what FRE Compos-

ites represents on day one and guide the team in the unanimous creation of a single, clearly defined vision of the company for the future by the end of the program on day three.

Key to the evolution of the collective thought process was the systematic disassembly and consequent rebuilding of individual concepts into a unified vision of what FRE Composites is and does, as a company, and where the group believes FRE Composites can go in terms of future growth.

A direct result of the initial three-day session was the creation of four teams, each charged with the responsibility of one major area deemed critical to the success and future growth of FRE Composites. Their task was to develop an action plan for the realization of those goals.

The DPI program is designed to span 14 to 18 months, with regular follow-ups to monitor the progress of each team as they work toward the realization of their respective goals and objectives. The overall objective is to emerge at the end of this exercise with a clearly defined plan of action intended to serve as the basis for exponential growth for the company over the next 5 years and beyond.

Over the years, FRE Composites, like many well-established companies, had developed a functional but less than optimal method of operating. The DPI strategic thinking initiative instilled the teams with a "think outside of the box" mentality that will be the key to the realization of the company's growth objectives now and well into the future.



Ralph Consolante



Carmela Carboni

New Faces at FRE Composites

It is with great pleasure that we welcome Mr. Ralph Consolante, Mrs. Carmela Carboni and Mr. Etienne Charest to the FRE Composites team. Ralph has been hired as

our new Operations Manager, Carmela joins us as product engineer and Etienne will be handling our drafting work. The FRE Composites management team is enthusiastic over the

addition of these very capable individuals to our staff and believes that they will contribute greatly to the achievement of the company's strategic objectives.



Etienne Charest

A Committee in Action

In June of 2000, FRE Composites created a Continuous Improvement committee. The mission of this new committee is to review and make recommendations aimed at improving the productivity and performance of all of FRE Composites' operations.

The members of this committee will meet on a monthly basis to study key elements of the FRE Composites corporate structure. Improving the quality of our products, encouraging innovation in all departments, sharing expertise, and the reduction of production costs are but a few of the areas the new committee will be

examining. Then the committee will establish an action plan to reach common objectives aimed at reducing costs and improving productivity.

One of the first challenges that the committee accepted was finding a solution to the problem of down time related to equipment performance. After several months of investigative research, equipment performance was significantly improved and down time was reduced.

Since then, the committee has accepted a new mandate to research and come up with a way to reduce manpower time losses. The committee has

named an FRE veteran to guide the team in the evaluation of the major causes related to that problem. After a careful analysis of this problem, the committee will make recommendations aimed at improving employee productivity, something which will benefit the company greatly.

In the days to come, this important new committee will take a closer look at everyone's workload with the objective of finding ways to do things quicker and easier and with less confusion.

Agency Profile

Technirep Marketing Inc. is FRE Composites' manufacturer's agent for the province of Quebec. They have been a member of our team since June 13th, 2001. Their integration to our team has gone very smoothly. Our sales support department and their representatives have meshed very quickly and the fact that we have streamlined communications has helped. Our Sales Support people and François Desnoyers (Technirep's inside sales representatives) are in constant communication to better serve our customers.

Technirep was founded in May, 1997. In spite of their young age as an entity, the members of Technirep combine for more than 120 years of electrical representation experience.

Maurice Berlinguet "the dean" of the sales force is very popular with distributors everywhere in the Province. Maurice's reputation with the players in the market is one of perfect integrity in spite of his 30 years in the business. Maurice has been active promoting our line of phenolic conduits to contractors and industries on the west-island of Montreal. The anticorrosive nature of phenolic conduit as well as its FT4 compliance are a perfect fit for industrial

customers as well as mass transit opportunities.



The Technirep's FRE Team

(pictured, from left to right, are François Desnoyers, Daniel Chabot, Maurice Berlinguet and Guy Chabot—absent : Claude Paradis)

Guy Chabot "jack of all trades" acts as both administrator as well as sales representative. His electrical experience has been acquired at the distributor level where he worked for several years prior to founding Technirep Marketing Inc.

Daniel Chabot "Bro" has been on board for almost two years. In spite of this, Daniel's technical know how has helped him during his engineering calls promoting FRE's product line. He has been very successful in having FRE conduit accepted as an equivalent to various coated steel products.

Claude Paradis "the hunter"

uses the same skills for his favourite hobby as he does with his day job. Claude rarely comes back from a hunting trip empty handed. We are anxiously awaiting his first big catch for FRE.

Last but certainly not least, François Desnoyers "the watchman" as mentioned earlier is Technirep's inside sales person (somebody actually has to work). François is the glue that holds the office together. He helps co-ordinate the quotes and orders for all of Technirep's FRE Composites customers.

We are very happy with the efforts which Technirep has demonstrated during the past several months in promoting the FRE product line across Quebec and throughout our distribution channel. We are especially proud of their efforts at the engineering level, which does not always result in immediate sales but are essential to FRE's long term growth. Technirep was instrumental in securing orders this past year for such jobs as the Decarie autoroute as well as the Port de Montréal. We are certain that Technirep will be instrumental in developing new markets for the FRE product line as well as continuing to promote our line in established markets.

"The members of Technirep combine for more than 120 years of electrical representation experience"

FRE Composites Welcomes New Agents

We would like to welcome the following agencies to the FRE Composites' family :

Conduit Systems:

Roney Marketing Inc. (Ontario)
Bensdorf & Johnson Inc. (Illinois)
Electrical Power Representative, Inc. (Louisiana)
Electrotech Inc. (Minnesota)

GCA (Florida)
Lectrichem Inc. (Wisconsin)
Metro West Electric Sales Inc. (Massachusetts)
MWE (Missouri)
Patty Loyd & Associates (Colorado)
Power Consulting Inc.
Power Equipment Sales (Kansas - Missouri)
RLS Telcom (Georgia)
Utility and Industrial Sales (Louisiana)

Watson Sales (North Carolina)

Lighting Poles:

Agence Pasquarelli Inc. (Québec)
Contemporary Lighting (Manitoba)
Curtis H. Stout Co. (Alabama)
Elus Company (Ohio)
Helpco (Pennsylvania)
Maxwell and Associates (Mississippi)

Metro West Electric Sales Inc. (Massachusetts)
Pacific Electrical Sales Agency (Hawaii)
Power Equipment Sales (Kansas - Missouri)
Rauckman High Voltage Sales (Illinois)
Rep Tec Inc. (North Carolina)

Main Line Crossing Carries Cars and Conduits

The soon to be opened Zakim Bridge, a key architectural component of Boston's Central Artery / Third Harbor Tunnel project, or "Big Dig" as it is more commonly known, is a marvel of engineering technology. Not only will the "Gateway to Boston" carry vehicles into Boston from points north, delivering traffic into the mouth of the new underground tunnel network 10 years in the making, it also carries tens of thousands of feet of conduit inside its box beam configuration.

FRE® conduit became the material of choice for the

Zakim Bridge when engineers were looking for ways to reduce weight on the bridge deck and save money on a project that was running well beyond its original budget. FRE® conduit met both of those objectives and added other benefits as well. In terms of weight reduction, FRE Composites fiberglass conduit reduced the weight on the bridge deck by more than 90%. As a non-metallic raceway system, the problems of corrosion and conductivity were eliminated. With one of the lowest coefficients of friction of any con-

duit material made, longer cable pulls were possible with less cable lubricant needed. On top of all these benefits, the cost of FRE® conduit was approximately half that of the steel conduit originally planned for the bridges' raceway system.

When the "Gateway to Boston" opens officially in December of this year, FRE Composites will be able to add another high profile construction project to its' ever growing list of successful applications.



successful applications.

FRE Composites Actively Solicits Your Contribution

The FRE® Newspec is published quarterly by FRE Composites Inc.

We encourage the widespread use of the material contained in this newsletter.

In addition, we actively solicit contributions from our sales force. Please feel free to contribute by sending articles and photographs.

Send or e-mail your comments, contributions or feedback to FRE Composites at:

E-Mail: sgauthier@frecomposites.com
Website: www.frecomposites.com

*FRE Composites Inc.
Att.: Ms. Solange Gauthier
75 Wales Street
St-Andre-d'Argenteuil (Québec)
J0V 1X0 CANADA*

Phone: (450) 537-3311 ext. 272
Toll Free: (888) 849-9909
Fax : (450) 537-3415

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