



AmericanBiltrite
IndustrialRubber

June 5, 2018.

Subject: Import VS Domestic. The age old dilemma.

With more and more availability of imported products, our team at American Biltrite is often faced with the question:

When to choose imported rubber sheet and when to stick to domestic?

This question usually raises more questions:

- Is this a critical application?
- Does the application call for a certain % of polymer when a blend is being specified?
- Does the application have a specific ASTM callout?
- Are any special certifications needed for safety? Examples: Food Grade (FDA), NSF/ANSI Standard 61 for potable water, AASHTO grade for highway and bridge construction, Military Specification Grade, MSHA, etc.
- With the limited information provided on the technical data sheet, are you confident that all specifications of your end user will be met?
Ex: tensile, elongation, temperature range, ozone resistance, abrasion resistance, oil resistance, compression set, pressure rating, etc.

How you answer these questions should lead you to the product that is ideal for your application. The crucial point is understanding the application and the rubber's role within. Asking questions and ideally attaining the required specification is imperative. Without this information, products can be selected in error with devastating effects both to the project and to your company's reputation. Gathering the data prior to product selection is a step that can never be emphasized enough.



This is NOT to say that imported rubber sheet has no place in the market. Imported sheet is a good economical solution. It certainly has a place in our product offering. Our imported sheet rolls are very consistent in their physical properties as well as format. Gauge tolerances are commercial sheet rubber standards, full rolls, one piece, and always the same length.

To determine if an imported option is best, ask yourself; is this application low pressure or less critical? In other words, when it wears can it be easily replaced hence remaining a low cost solution with very little risk? Some good examples:

- Thin gauge pipe wrapping
- Thick gauge pads for equipment
- General gasketing
- Industrial drop sheets for protection for example in paint shops
- Skirtboard

Where you source your imported sheet rubber from is a vital decision for your company. Are you procuring from an importer or an imposter? Unfortunately, some rogue importers supply bogus technical specification data. A regrettable and unsuccessful ploy that we have seen for years in the market. A poor sales tactic that has been an epic failure overall. Fortunately since we have never participated in this derision, it has encouraged customers to come to us for consistent products that meet the specifications that we promise. Customers respect integrity. Our one hundred years of commitment to professionalism and service have served us well.

When it comes to your company's reputation, what you supply is what you endorse. At American Biltrite, all of our suppliers go through a rigorous qualification process. The first step of this process is a plant tour by our team including at least one member of senior management. We only import from sources after the completed supplier evaluation process. We receive samples from randomly selected production runs for testing here in our lab as part of our ongoing audit processes.



We are both ISO 9001 and 14001 certified using the 2015 updated standards. Our quality systems are top notch. Our lab has state of the art testing equipment, and our technicians are an experienced and highly skilled quality management team. Within our lab staff we have chemists and also two Ph.D's.

We also have a quality auditor on site for all off-shore productions. With more than ten years of quality control experience and a bachelor's degree, he reports directly to our Vice President Of Procurement. He is OVERSEAS, and he OVERSEES all productions and validates our products through quality testing before the rolls are ever shipped. We know what we are sourcing, and our low claims prove this fact year after year. In 2017, our paid claims represented less than 0.1% of our total sales. Our rubber stays sold.

A clear and positive indication that a supplier will have the know-how and the drive to offer a range of quality imported products, is to look carefully at their domestic line. At American Biltrite we carry products from commercial grade to specification grades like FDA compliant, NSF/ANSI Standard 61 Certified, Aashto Grade ATLAS BEARING PADS, Military Specification Grades, Transeal Premium Nitrile for transformer gaskets, and a full line of wear and lining products encompassed in our DuraShield and GUARD-RITE lines. One-stop shopping for both economy grade materials, as well as high-performance premium compounds; and everything in between.

Our experienced sales force and technical team are there to assist with product selection. No one has better coverage than American Biltrite, with nearly thirty sales people covering the USA and Canada, and nine stocking warehouses. At American Biltrite we are available to assist with targeted training programs upon request. We would be happy to help you organize education sessions to help your sales team gain product knowledge and sales techniques when presenting our solutions. These programs are delivered by experienced sales team members conveniently at your location.



Our inside team sets the industry standard for service, with twenty years average experience with American Biltrite. Give us a call, we are here to assist and always with a smile and the professionalism that you deserve.

Are you buying rubber sheeting or rubber cheating? Don't trouble yourself. Your peace of mind is our priority here at American Biltrite. Please do not hesitate to contact me directly with any questions or concerns.

Best regards,

Frédéric Guérin
Vice-President Sales & Marketing
Industrial Rubber Division