



Riding the Waves

Just sit right back and you'll hear a tale,
A tale of a fun-filled trip
That started from a Cleveland port
Aboard the GOODTIME ship.

The weather was quite glorious,
The water's beck'ning lure,
Eighty of us cruised that day
For a three hour tour, a three hour tour.

We had a hearty buffet lunch,
That simply hit the spot,
If you were unable to attend that day,
You surely missed a lot, you surely missed a lot.



Service Awards

2014

Ron Tommer	20 years
Jerry Moore	20 years
Nate Moore	15 years
Miguel Lugo	10 years
Jeff Millis	10 years

2013

Dennis Badar	15 years
Fran Adler	5 years
Antwan Alford	5 years
Ron Bombalicki	5 years
John Hisel	5 years
Mario Mack	5 years
William Rodgers	5 years

New Hires 2013-14

Anthony Claudio-Rivera	Glenn Walker
Rondell Dunga	Ernestorcardo Whitaker
Anthony McDonald	Robert Goersmeyer
Angel Cruz	Virgil Atkins
Thomas Camiola	Darius Hopes
Donald Frank	Robert Lawther
Rob Grimm	Joshua Wright



Fran Adler (left) and Paul Siegel (right) attended the milestone event on behalf of Talan.

Talan Named to Crain's Fast 50 List

On Nov. 5, Crain's Cleveland celebrated its inaugural Fast 50 Award ceremony. The Fast 50 award recognizes the fastest growing companies in Northern Ohio from 2009-2013. Like Talan, many of the award recipients have a global presence but Talan was one of the few from the manufacturing sector. This achievement places Talan in some very elite company. "It's nice to

know that we still have the stuff to win these awards after doing it for 28 years," said Talan CEO Steve Peplin. "This performance is because of our team ... anyone can buy raw materials, buy the equipment and make parts, it's our team that makes the difference and makes us stand out as high performers."

Talan Today

Talan Products Inc.

www.talanproducts.com

2014



A Message From Steve

What a year we had as 2014 exceeded our expectations in many ways including the addition of three major customers! New work includes 24 discrete parts and three major assemblies. One of our new customers now calls us their "gold standard" of suppliers. All this contributed to 2014 being a record year for sales, productivity, growth and safety. We have many new hires, a growing customer base, and we're providing the same result: Good Parts on Time at the Right Price.

I can't stress enough the importance of our safety record. In 2014, we continued our tradition of providing an exceptionally safe environment. Our safety metrics speak for themselves:

1. Over 1100+ days without a Lost Time Injury
2. A zero DART rate (Days Away, Restricted or Transfer) for the second year in a row
3. Reduced incident rate by being diligent on training and improving work habits. Our safety committee and employees deserve recognition for their excellent work.

Maybe the biggest news of 2014 was our decision to extend our long-term lease to remain in our current building. We will continue to have extremely low building costs and can proceed with improvements, both of which will continue to give us an economic advantage.

Additionally, we reviewed then streamlined our values into four and outlined behaviors that exemplified our values (see graphic on page 2).

First, *Safety* trumps everything. Second, *Collaboration* is the root of our success. Third, *Tenacity*, we get it done. Fourth, *Respect* for oneself and each other.

Our major markets (building products, solar and automotive) are all "hitting on all cylinders," meaning they are all doing very well. The rising tide of our national economy is indeed lifting all boats. As our country experiences a manufacturing renaissance, we are well positioned to use the growth to our advantage. Our very low employee turnover and our high customer retention, both help us in this growth environment.

As we continue to grow our company, we are also growing our capacity. Our newest press, a 600-ton Minster Hevi-Stamper, will arrive in March and its rigging, installation and testing will be completed by May. Coil handling capacity on our new line will be up to 3/8"x 36." This will enable us to move some work inhouse that is currently being outsourced and it will alleviate scheduling pressure on our other large presses. We have recently added a large part automated de-burring machine to increase our capacity, retain more work internally and control quality. The result will be lower costs, saving money and improved customer service.

We just wrapped up our annual CEO Roundtable meetings, where I meet with the whole company in small groups. Thanks to our whole team, it's you that made 2014 such a successful year. I have never felt better prepared for the growth and challenges that await us in the near term.

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WellnessMatters

Saving Lives with Routine Health Screenings

Talan provides wellness programs to empower its workforce to develop positive health habits. This proactive approach can help control rising healthcare costs, increase productivity and morale, prevent accidents and injuries, and reduce turnover and absenteeism. Talan's wellness program has included onsite health fairs and flu shots, health risk assessments, individual meetings with an onsite health coach, and "lunch and learns" on topics such as nutrition, stress management and smoking cessation. Talan has also sponsored contests, such as the "Biggest Loser" and "Walking into the Future," to encourage healthy weight loss and physical activity. Wellness activities have resulted in health insurance renewal discounts, greater participation in annual preventive care physicals, and more awareness of the impact of lifestyle habits (good and bad) on overall health.

Talan Welcomes Don Frank

Four people are tasked with sales and Don Frank was recently recruited to champion Technical Sales—a newly created position that leverages his extensive aluminum extrusion expertise and vast contacts—for enhanced performance from day one. Don's sales management career began at Lincoln Electric as general sales manager for a railway sales distributorship and later, he launched its Industrial Sales Division and then his own company. His career spans working for world-class component and/or systems manufacturers for a variety of industries including aerospace, automotive (Tier 1 contractors), energy, building and construction, lighting, marine, medical equipment, heavy industrial equipment and commercial transportation. Vice President of Business Development Fran Adler observed, "His success speaks for itself and he's tenacious about task completion. His additional experience with automated, welded and mechanical assemblies bodes well for Talan's future."

"The more you sell, the more you grow."
— Don Frank



Don's sales philosophy is simple, "The more you sell, the more you grow." Professionals always make their jobs look easy, but selling at the seven-figure level requires tremendous discipline and responsive and complete support in order to earn a customer's high-volume business over the long haul. His effortless work ethic is supported by a fully integrated CRM, customer relationship management, a software system which captures customers' interactions, lead management and tracks performance using tools, technologies and procedures that are shared among sales, sales support, marketing and customer service departments.

"Identifying customers' technical needs and expectations is what I do. Being able to offer them solutions that are a more productive and more profitable method of manufacturing is what Talan does. Exceeding customers' expectations is very rewarding to me."

Don's a member of Cleveland Yachting Club and the American Marketing Association.



Talan's Wildlife at the Zoo

A drizzly drab Saturday morning did not dissuade Talan's group from having a fun and wild adventure at Cleveland Metroparks Zoo last June. Full access to the zoo and RainForest included riding camels and feeding giraffes. Take a look at Anita Sugar's brave son, Luka, feeding the giraffe while her husband, Igor, captured the amazing moment (see photo). For an additional fee, guests could experience a special seasonal Dinosaurs! exhibit which featured 21 replicas of extinct giants using animatronics including the lurking T-Rex (see photo). With clear skies by midday, the unstructured event gave families the freedom to roam, explore and experience and then come together to share a catered picnic at the Savanna Ridge Pavilion.

environment was seemingly magical—sights, sounds and smells simulating Australia, Africa and other parts of the world to house and protect, in some cases endangered, wildlife. The well-manicured and colorful lush gardens throughout demanded equal attention and served as rest areas for humans but bees and butterflies were busy pollinating. A shout out goes to those who trekked the hill from the African Elephant's Crossing up to the Primate, Cat & Aquatics Building and back.

The 183-acre zoo connects people with wildlife (3,000+ animals and 600 species) and inspires responsibility for conserving the natural world. This year, the zoo welcomed two baby Masai giraffes—Adia, a female born on June 22 and Jabari, a male born on Sept. 5—bringing the herd to six. At birth, a giraffe calf can be about 6' tall and weigh about 125 – 150 pounds.



CORE VALUES/BEHAVIORS

COMMITMENT TO SAFETY	COLLABORATION	TENACITY- DETERMINATION	RESPECT
<ul style="list-style-type: none">• My coworkers and I make safety our first priority and put safety before anything else• My coworkers and I foster a culture of safety through training, awareness, and education• My coworkers and I invest proactively in safe solutions• My coworkers and I hold everyone accountable for safety• When my coworkers and I see something unsafe we always stop and correct it	<ul style="list-style-type: none">• My coworkers and I work together to achieve shared goals• My coworkers and I strive for collaboration with customers, suppliers, partners and employees• I contribute to productive outcomes in all meetings• My coworkers and I base our relationships on trust• I don't complain if I am not willing to address the cause• My coworkers and I always do what's best for the customer	<ul style="list-style-type: none">• I keep my commitments• I focus on continuous improvement and achieving my goals• My coworkers and I focus on how we can and not why we cannot• I am committed to learning from my mistakes• I do not give up	<ul style="list-style-type: none">• I take responsibility• I am always truthful and I never withhold or misrepresent information to sway decisions• I am aware of how words and actions affect others and the entire team• I listen to others• I respect everyone's expertise and ask questions to gain clarity• I maintain my composure and never make it personal• My coworkers and I are hard on the issues and respectful of the person• I acknowledge that my stuff is not necessarily more important than your stuff