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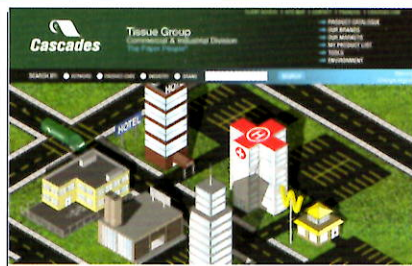
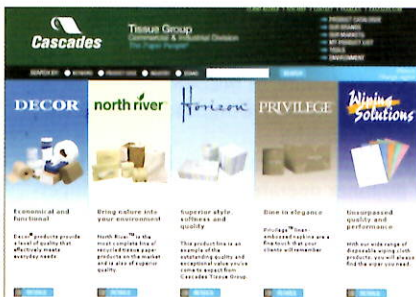
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## CASCADES Starts up New Website

The Commercial & Industrial Division of Cascades Tissue Group, Candiag, Québec, Can., recently announced a brand new website: [www.cascades.com/tissuegroup](http://www.cascades.com/tissuegroup). This high-



ly interactive website gives access to Cascades' comprehensive catalog of products by region, and enables one to find the products he or she needs by industry, product code, brand, or keyword. From the main page, the user may access every section of the website:

- Product Catalog
- Brands
- Markets
- My Product List
- Tools
- Environment

The site also allows access to find out

about Cascades' ongoing commitment to the environment, as well as the concrete steps the company is taking to preserve nature. There also is an interactive section where the user can calculate the number of trees he or she could save by purchasing recycled paper. Cascades designed the site with access to point-of-sales sheets for products, along with full-line catalogs of product offerings. Cascades invites THE UNITED GROUP® Stockholder Members to visit its new site, bookmark it and check in regularly for

new additions.  
[www.cascades.com/tissuegroup](http://www.cascades.com/tissuegroup)



## The Crowell Corp. Celebrates 100th Anniversary

By: **Herbert B. Adelman**, president

The oldest existing gummed-tape manufacturer is celebrating its 100th anniversary. Crowell Corp., Newport, Del., is best known for its complete line of gummed sealing tapes and vast line of cohesive products.



**NEWS!!** continued on page 24

### ADVERTISEMENT

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**Hospital Specialty Company**

Summer 2006



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Herb Adelman, president -- 1953 Photo

The company was started in 1906 in Bush Terminal Brooklyn, N.Y., by Charles Crowell after he left Nashua Corporation. The company was originally known as Lang & Gros. Mr. Crowell later bought out their interest. In 1916, Charles Crowell went blind.

In 1921, the company moved to Yorklyn, Del., to be close to Joseph Bancroft and Sons who clayfilled their cotton greige goods. [Greige goods were textiles that had not been bleached or dyed.] Crowell coated these fabrics with animal glue and slit them into tape. The tape was to be used for the manufacturers joint of a corrugated box.

The development of box makers' tape and sealing tape was concurrent with the develop-

ment of the corrugated box. Gummed tape was invented by Thomas Edison.

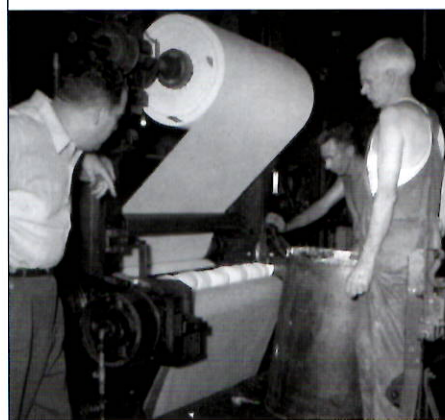
Mr. Crowell later invented a process to laminate cotton greige goods to paper, eliminating the need for clayfilling. Glue was



Inside this old building is the coal-fired boiler. -- 1953 Photo



The gumming machine -- 1953 Photo



The original cloth laminator

applied to the paper while the cloth gave strength to the tape.

On February 1, 1952, the Adelman family purchased the defunct Crowell Corporation. In 1952, most of the equipment was already antique and the wooden floors and low archways in the Yorklyn factory would not permit the use of forklifts.

The gumming machine was built into the building and could not be materially improved. Glue was carried by hand in galvanized buckets from the cooking kettles to the glue pan. Despite its aging facility and equipment, in 1955, Crowell was the first company in our industry and the first com-



Slitting rolls of Tufftape® with the Kidder Slitter -- 1953 Photo



This was the newest section of the building, in Yorklyn, Del., built in 1902. The rear section of the building dates back to 1849. This building was originally owned by the George W. Helme Company where they manufactured snuff. The B&O railroad delivered coal and paper to the plant. The Yorklyn factory was totally destroyed by a fire in December 1964. -- 1953 Photo



Bill Johnson with his 1958 International truck

pany in Delaware to become a licensee of the Atomic Energy Commission to measure glue-coat weight.

Prior to the installation of this equipment, the gummer operator would run his finger-nail in the wet glue coat as the only means of determining the glue-coat weight. The truly amazing thing is how well they did.

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Joan and Robert Adelman, Herb Adelman's daughter and son, with the Blue Chip Enterprise Initiative Award, 1992

Shown on the left is the original cloth laminator. Cloth was laminated to paper and the paper side was coated with an adhesive. Later, when complaints arose regarding the paper splitting, Charles Crowell invented fiber-filled tape for which workers pre-split the paper then calendered it to give it a smooth finish for gumming.

It may be hard for you to believe, but when I came to Crowell, the employees drank water from a galvanized bucket with a ladle. Can you imagine the improvement when we installed water coolers?

The first order we received was for 100 bundles of 60-lb. paper tape. The order took us four days to manufacture and deliver, and at the time, it was the only order in the house. Today, it is not rare for us to ship in excess of 5,000 cartons per day.

I would like to cite for you some of our proudest accomplishments:

- In 1962, we hired the industry's first saleswoman.
- In December 1964, at 11:30 a.m., the Yorklyn plant caught fire due to an electrical short. With all the paper in the building and the wooden structure the fire burned for a month. That evening, we leased an office in downtown Wilmington. Within two weeks, we leased a warehouse in Wilmington and bought finished goods from a competitor. Shortly thereafter, we bought a slitter and converted semi-manufactured goods. We then, bought five+ acres in Newport and built a new plant which we occupied in September, 1965. Eventually, the most modern laminating and coating equipment was acquired.
- In 1968, we honored Jeannette Henter for 60 years of continuous service to our company.

- In 1969, we were cited by the Community Chest for having the greatest percentage increase in contributions of any company in the State.
- In 1970, we were honored by the Governor of Delaware as the number-one company in the State for hiring the handicapped.
- In 1970, we built a reinforcing laminator in six months that any sane person knew couldn't be done.
- In 1973, we honored Bud Beck for selling one million dollars worth of our product in one year.
- In 1978, we hired a woman truck driver.
- In 1988, we were honored by Governor Castle for being chosen the number-one small business exporter of the year in Delaware.
- In 1992, we were chosen for the Blue Chip Enterprise Award by Connecticut Mutual, the U.S. Chamber of Commerce, and *Nation's Business*.
- I have been asked to speak on exporting to: Women in Business, Governors International Trade Council, the University of Delaware, and the World Trade Center.
- I have traveled internationally to meet new customers and secure a licensee to manufacture Cro-nel® (cohesives) in Japan.



Crowell is best known for its complete line of gummed sealing tapes and vast line of cohesive products.



Uses for Cro-nel® and Nyvel®

NEWS!! continued on page 26

#### ADVERTISEMENT



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One of Crowell's fleet to maintain high standards of service



Located on over five acres, The Crowell Corp.'s current 105,000-sq.-ft. facility with five railroad-car doors and eight truck docks

- In 1952, there were 31 gummed-tape manufacturers in the U.S.A. Today, there are only three.
- Our letterhead has won several national awards for good design.

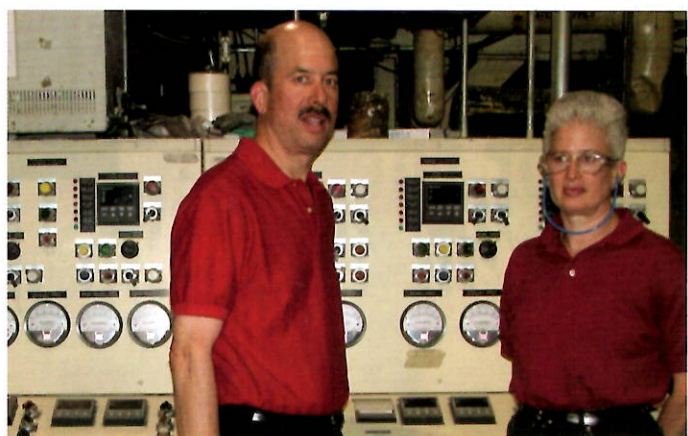
In the 1970s, pressure-sensitive tape was approved for shipment of corrugated boxes. This was an obvious threat to our industry. We had some choices, make p/s tape, ignore it or do something entirely different. At the time, a 2 x 55-yd. roll of p/s tape sold for \$3.50. While the demand for the product grew, so did discounting. We set out to develop a new product, one that would have more

packaging functions than any other. Sleeping with a note pad on the dresser next to my bed, getting up in the middle of the night and jotting down ideas for this new product, (most of which upon awakening in the morning were completely silly and rejected) and having a note pad in my pocket and in the console of my car, eventually Cro-nel® was born and patented.

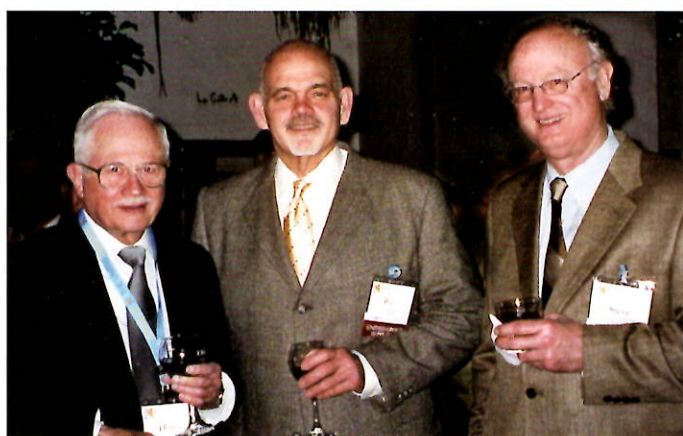
My major oversight was, no one knew what Cro-nel was and there was no demand for it. This was the major obstacle to overcome. At that time, we hired Jerry Kipnees and Chuck Falkner to do sales and marketing. Before very long it became necessary

to buy equipment dedicated to the manufacture of Cro-nel® and Nyvel®. We have also had the good fortune to have Ray Hajek join our company in 1998 as vice president sales and marketing.

Ironically, our gummed tape business continues to grow. It is difficult to encapsulate 100 years of Crowell history and 54 years of my own experience in a short article. Nevertheless, the most rewarding event in my tenure at Crowell is to have my son, Robert, and daughter, Joan, choose to work with me. They are extremely capable and able to take us to the next generation.



Bob and Joan Adelman, June 16, 2006, in the plant at a control panel for Coater 2 -- Used for inline coating and laminating, computerized and featuring state-of-the-art electronics



Herb Adelman and Ray Hajek, The Crowell Corp., with customer and friend Steve Miller, president, Hershey Paper Co., Lancaster, Pa., at the National Conference of THE UNITED GROUP®, February 7, 2006

**Crown Ships in 24**

Crown Mats and Matting, Fremont, Ohio, instituted, as of June 12, 2006, a 24-hour Quick-Ship program called Out the Door in 24. Sixty of Crown's most popular high-performance products qualify for the service:

- Up to 25 mats per order with no mini-



mum order size

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- Out the Door in 24 or Crown pays the freight

**CONTACT:**

PHONE: 800/628-5463

WEBSITE: [www.crown-mats.com](http://www.crown-mats.com)



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