

For Immediate Release:



***the crowell corporation***

is celebrating its 100<sup>th</sup> anniversary!

By: Herbert B. Adelman – President



This was the newest section of the building, in Yorklyn, DE, 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 & paper to the plant. The Yorklyn factory was totally destroyed by a fire in December 1964. 1953 Photo



The oldest existing gummed tape manufacturer is celebrating its 100<sup>th</sup> anniversary. Crowell is best known for their complete line of gummed sealing tapes & vast line of cohesive products.

The company was started in 1906 in Bush Terminal Brooklyn, NY after Charles Crowell 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, Delaware to be close to Joseph Bancroft and Sons who clayfilled their cotton greige goods. Crowell coated these fabrics with animal glue and slit it into tape.

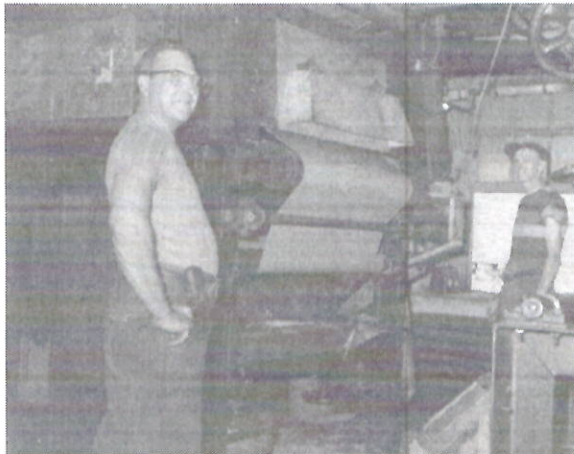
It was to be used for the manufacturers joint of a corrugated box.

The development of box makers tape and sealing tape was concurrent with the development 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 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.



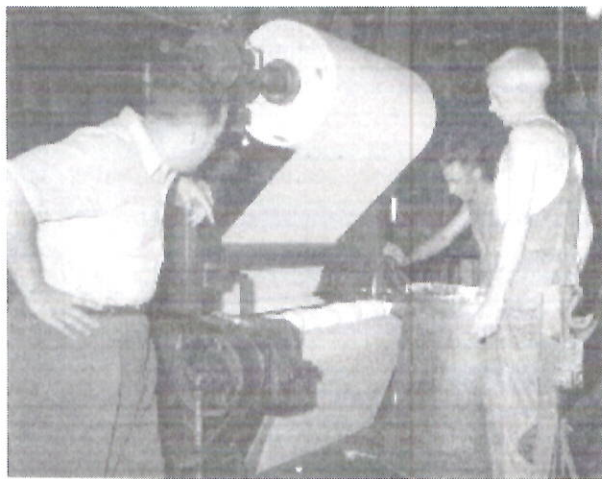
The gumming machine (above) was built into the building and could not be materially improved. Glue was carried by hand in galvanized buckets from the cooking kettles to the glue pan. Despite its aging facility and equipment, in 1955 Crowell was the first company in our industry and the first company in Delaware to become a licensee of the Atomic Energy Commission.



Herb Adelman, President 1953 photo

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





Shown above 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 which pre-split the paper then calendered it to give it a smooth finish for gumming.



Inside this old building is the coal fired boiler.



Center of building built pre Civil War

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?



Bill Johnson with his 1958 International



Slitting rolls of Tufftape®

The first order we received was for 100 bundles of 60# paper tape – it 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:

1. In 1962 hired the industry's first saleswoman.
2. In December 1964 at 11:30AM 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 2 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 5+ acres in Newport, built a new plant which we occupied in September 1965. Eventually the most modern laminating and coating equipment were acquired.
3. In 1968 having had the opportunity of honoring Jeannette Henter for 60 years of continuous service to our company.
4. In 1969 we were cited by the Community Chest for having the greatest percentage increase in contributions of any company in the State.
5. In 1970 we were honored by the Governor of Delaware as the number one company in the State for hiring the handicapped.
6. In 1970 built a reinforcing laminator in 6 months that any sane person knew couldn't be done.
7. In 1973 we honored Bud Beck for selling one million dollars worth of our product in one year.



8. In 1978 hired a woman truck driver
9. In 1988 honored by Governor Castle for being chosen the number 1 small business exporter of the year in Delaware.

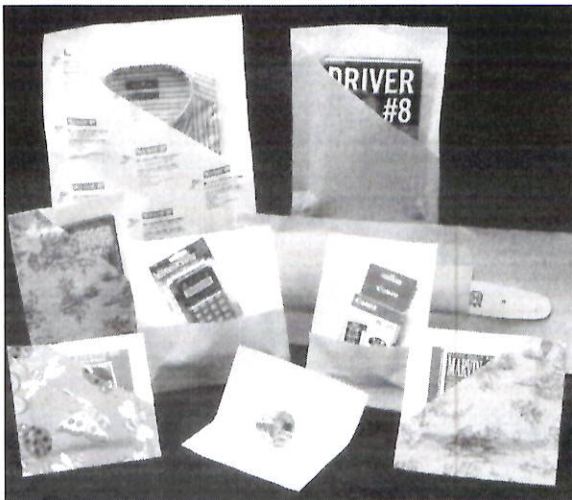


Joan & Robert Adelman  
1992 photo

10. In 1992 being chosen for the Blue Chip Enterprise Award by Connecticut Mutual, U.S. Chamber of Commerce, and Nations Business.
11. Herb Adelman asked to speak on exporting to, Women in Business, Governors International Trade Council, The University of Delaware, and the World Trade Center.
12. To travel internationally to meet new customers and secure a licensee to manufacture Cro-nel® (cohesives) in Japan.

13. In 1952 there were 31 gummed tape manufactures in the U.S.A., today only 3.
14. Our letterhead has won several national awards for good design.

In the 1970's 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 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.

Uses for Cro-nel® & Nyvel®

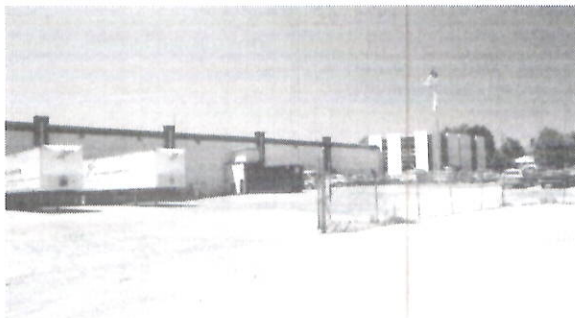
My major oversight was, no one knew what it was and there was no demand for it. How does one create demand? This was the major obstacle to overcome. At that time we hired Jerry Kipnees and Chuck Falkner to do sales and marketing. Before very long it became necessary to buy equipment dedicated to the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

Nyvel®. We have also had the good fortune to hire Ray Hajek in 1998 to be responsible for our sales and marketing.



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

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.

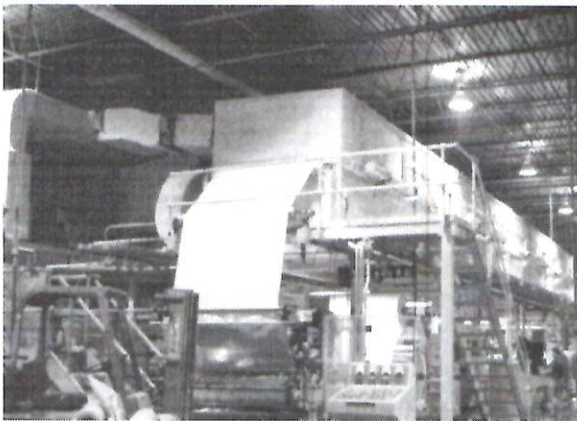


Our present facility of 105,000 sq ft on 5+ acres with 5 railroad car doors and 8 truck docks.





Our hot-melt laminate being delivered by rail cars.



Coater 3 - 72" 1000 fpm Black Clawson coater. Completely computerized with self correcting capability.



A small section of coater 2 for inline coating and laminating, with state of the art electronics, completely computerized. .