

LADIES AND GENTLEMEN ... THE INDUSTRY DREAM TEAM.

BY ROBERT CONNELLY, PRESIDENT.



Madico Monthly, we have assembled for you a venerable "dream team" of glass film experts, each sharing stories and insights about the history of Madico and dawn of our great industry.

This newsletter is intended to be a time capsule of sorts, returning you to the past to discover and experience industry-threatening challenges and future-shaping achievements, alike. In the pages that follow, you will find an interview with industry veteran Mike Wharton; a review of *All That Glitters*, Richard Silverman's first-hand account of the Madico saga; an article by Joe Wadlinger, the man who bought, ran and sold the company; and a Q&A with our chairman, Hisayasu Kainose, better known as "Kai."

The Madico marketing team has worked hard to make this issue as entertaining as it is educational. And to continue that theme, I would like to personally invite each of you to our upcoming 100 Year Anniversary Celebration. In the meantime, stay tuned for our Bi-Centennial edition, slated for release in the summer of 2103. ■

Allow me to open this column with a pop quiz (and no I won't ask you to turn your monitor upside down to read the answer). What does Madico have in common with the Nobel Prize, International Paper and the Volunteers of America?

Give up?

All four organizations recently celebrated their Centennial Anniversary.

I have written in the past about the significance of maintaining a business for 100 years, so in this article I would like to defer to the colleagues and executives that have come before me. In this special edition of *The*

tend to stick!

Q: *We've heard you joke that you are "the oldest living member of the industry" ... so tell us, how long do you plan to stay in the business?*

A: 'Till I drop! Seriously, there comes a time when personal fulfillment matters more than personal income. I am fortunate enough to enjoy my profession and my professional relationships, and I have no plans to give either up.

Q: *How is it that in this era of fierce competition you've been able to maintain such enduring relationships with your customers?*

A: The critical word is "relationships." Tomorrow I leave for Tokyo, Taipei, Australia and Singapore. I return for about a week before taking off again to visit customers in Europe. I like to spend time with my customers, to discuss their needs in person whenever possible.

Q: *Given your remarkable tenure, would you be willing to share a historical fact or anecdote that we might not already know?*

A: Well one of the more interesting stories is the unintentional discovery of automotive films. Auto tinting did not emerge from a market research team at a big company. It came from a regular guy with a very good idea. Back in 1978 residential glass film was the dominant product, particularly in the sunbelt. One day a man figured that if tinted film could keep the interior of a home cool, then it would likely provide a similar function for an automobile. He applied the material to his car's windows, and the auto tint industry was born.

Q: *How have you seen the glass film industry change over the years, and what is our next challenge?*

A: The industry has changed in many ways. Focus has moved

from solar control films for homes and buildings, to auto tinting, and now to advanced safety films. Like the old advertisement read: We've come a long way, baby! Glass films are no longer perceived to be "just a piece of plastic," but rather an innovative, high-tech product line. Customers demand a high level of technical know-how, and we are all challenged to meet those lofty expectations! ■

ALL THAT GLITTERS ...

A REVIEW OF RICHARD SILVERMAN'S HISTORY OF MADICO.

At a certain point in everyone's career, we all take that proverbial trip down memory lane. But few chronicle the journey as carefully and colorfully as Richard Silverman, the author of *All That Glitters: The Story of a Small Family Company in Twentieth-Century America*.

Silverman – the former

Kindly Turn to Page 2.

THE GODFATHER TALKS ABOUT HIS BUSINESS.

MIKE WHARTON ON THE BIRTH OF AUTOMOTIVE FILMS.

Madico's marketing team caught up with Maurice "Mike" Wharton just hours before he boarded a plane to visit customers throughout Asia, Australia and Western Europe. Given that Madico's longtime senior vice president of sales clocks upwards of a hundred thousand frequent flyer miles per year, we were fortunate to be able to speak with him about his

three decades in the window film business.

Q: *Some people in the industry lightheartedly refer to you as The Godfather. Where did that nickname come from?*

A: I've been in this industry for nearly 30 years. Some of my customers have been buying from me for 25 years. When you've been around as long as I have, names like *The Godfather*

For Our Latest Tinting News
See Madico At:

SEMA 2003, Las Vegas, NV
November 4th - 7th

PARTNERS!

With the most emphatic
of advertisement,
you are strongly urged
to attend the

MADICO 100 YEAR
ANNIVERSARY PARTY!
SEPTEMBER 12, 2003.

HURRAY!

Continued from page 1.

president of Madico and son of Morris Silverman, one of the founders of Madico's predecessor,



RICHARD SILVERMAN

Hy-Sil Manufacturing – dedicated the book to his granddaughter, Sophie Allison Friedell. “I wanted Sophie to know that she will face many types of adversities in life,” Silverman said of the dedication, “but if she persists in following her instincts and ambitions she will find success.”

All That Glitters takes the reader from Hy-Sil's humble beginnings as a turn-of-the-century leather postcard maker to one of the world's most recognized manufactures of advanced glass film materials. Along the way, Silverman details the company's forays into the tinsel fabric, cellophane ribbon, wrapping foil, gift-

wrap, and greeting card markets.

From the largest global events, including the Great Depression and World War II, to the smallest operational nuisances, such as the ten-month collection cycle for seasonal wrapping paper, *All That Glitters* manages to identify the expected and unexpected challenges a company faces over time. “There aren't a lot of companies that last a century,” said Silverman. “There are just so many hurdles to leap, so many obstacles to avoid.”

In the end the book is much more than the history of a multinational corporation. Ultimately it is the triumphant story of three

generations of a family challenged to adapt to the ever-changing world around them.

Richard Silverman served as president of Madico from 1961 to 1981. He is the son of Morris Silverman and great nephew of Dave Hyman, the founders of Hy-Sil Manufacturing, Madico's predecessor. Looking back, Silverman jokingly regrets not being able to develop an easier do-it-yourself residential film. ■

FOR A COPY OF THE BOOK

ALL THAT GLITTERS...

Contact Madeline Mojica
mmojica@madico.com

MADICO GOES INTERNATIONAL: THE STORY OF MADICO'S MANY SALES.

BY JOE WADLINGER.

‘It is nothing short of amazing to look back and see how world events helped chart Madico's path.’

In 1978 the world's energy crisis was in full swing, and home and business owners were scrambling to find ways to conserve resources and reduce costs. With auto tinting having not yet been discovered, Madico's sole focus was on solar control films for residential and commercial properties.

The combination of a global need and an under-utilized solution attracted the attention of Van Leer, a socially conscious, Holland-based organization that owned a number of ethically responsible companies. Van Leer recognized that Madico's films provided a tremendous value to mankind: They reduced our energy requirements and, by extension, our reliance on Middle Eastern oil companies.

That year Van Leer purchased Madico, with the goal of replicating the company in more than 30 countries worldwide. But times changed. Energy costs began to fall, and as they did so too did the urgency of investing in a global

solar control film giant.

I recognized that the bloom was off the rose, so to speak, and put together a management buy-out plan. In 1983 Van Leer accepted the proposal and I became Madico's president and majority shareholder.

For the next four years I focused on making Madico the biggest player in the industry. With the help of our technical manager Leo Garcia, we were able to produce quickly and cost-effectively the world's most technically advanced film materials, and we ultimately increased our film revenue by 125 percent.

Then, once again, times changed.

The world's economic pendulum had swung in the direction of Japan, and the nation began to invest heavily in American companies and holdings. Led by our head of sales, Mike Wharton, Madico had begun to attract quite a bit of attention from large, international companies, includ-

ing FSK of Japan. FSK wanted a presence in the graphic design industry, and they saw Madico as a way to expedite their entry into that sector. They bought Madico in 1987, and I remained as president and later strategic consultant for the next five years.

It is nothing short of amazing to look back and see how world events helped chart Madico's path ... and to a certain extent how Madico affected the world.

Joe Wadlinger joined Madico in 1973 as general manager. He played an instrumental role in the 1978 sale of Madico to Van Leer, a Dutch company. In 1983 Wadlinger and a group of associates purchased Madico. In 1987 he sold the company to FSK of Japan, which later merged with Lintec, a company listed on the Japanese Stock Exchange. ■



JOE WADLINGER

KAI'S CORNER.

TWO MINUTES WITH CHAIRMAN HISAYASU KAINOSE.

Q: *What are Madico's greatest strengths?*

A: Brand recognition and corporate history.

Q: *What markets will Madico focus most closely on developing in the next year?*

A: Commercial and residential flat-glass, specifically developing films that improve the functions of windows and glass surfaces.

Q: *What role do you see Madico's dealers and distributors playing in the company's future?*

A: Madico has a symbiotic relationship with our business partners. Together we form a whole. We rely on partners to sell our products, so in a way they are our most important customers.

Q: *You have spoken in the past about the “rebirth” of Madico, can you tell us a little bit about what that term means to you?*

A: It means we should view this milestone as a starting point, not finish line. We cannot rest on our laurels. Our history is impressive, but we have to continue to evolve into a new Madico. ■