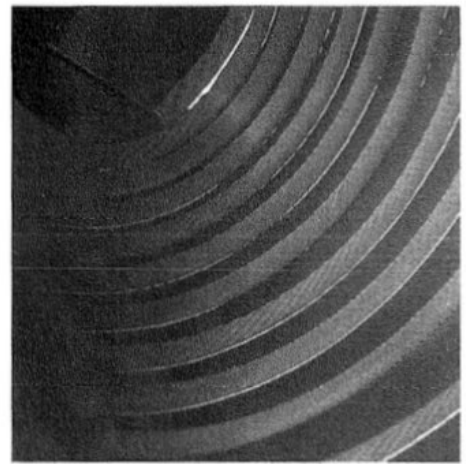


# LINATEX GLOBAL

November 2009  
newsletter



## WELCOME

Message from the CEO – Investing in our future



Welcome to the Linatex customer newsletter. As the industry adapts to current world markets, many of our clients have been faced with challenges resulting from the rapid pace of change we have all seen. There is sufficient evidence in world markets to suggest that some markets are beginning to recover, but there remain significant challenges and changes ahead in what remains a very difficult operating environment.

Success in our industry is reliant on being able to anticipate these changes and to assess the impact of continued growth for the future, and this is a challenge that Linatex also shares.

To look ahead, we have continued to implement both our short and long-term action plans and are working with our partners to assist them in achieving their financial and development plans. Our long-term success is dependent on our clients' success.

We know that forecasts indicate that the future growth of our economies will be heavily tied to production and development. Industries such as mining, aggregates and water treatment are all significant drivers of economic activity and this will continue to be the case for the foreseeable future.

Now is a time for pause and to reassess how we, as both a partner and a supplier, can

prepare for recovery and position ourselves for the next wave of growth. At Linatex, this translates directly into expansion and new product development.

Linatex continues to make significant investments into infrastructure to ensure that our products and services are at the top of their field. Our Research and Development teams have been working closely with industry bodies such as the Canadian National Research Council and the CSIRO to produce rock-solid empirical evidence that proves the quality of our products and supports our assertion that Linatex really offers lowest cost of ownership.

These efforts have helped us to identify current and anticipated gaps in the market. New products, infrastructure and services in these critical areas will ensure we are able to meet the needs of the future.

In this issue of our newsletter, we discuss how customers can reap true value from their equipment and achieve real 'lowest cost of ownership'. We also highlight some of the infrastructure initiatives already achieved and take a look at some of our developments in the rapidly growing oil sands industry. You will also see announcement of further product developments throughout the rest of 2009.

Neil Macleod

## CONTACT US AROUND THE WORLD

E admin@linatex.com  
W linatex.com

AUSTRALIA  
+61 3 9834 7400

CHINA  
+86 21 5882 7366

MALAYSIA  
+60 3 6251 7888

AFRICA  
+27 11 617 4800

EUROPE  
+44 1252 743000

SOUTH AMERICA  
+56 2447 9400

NORTH AMERICA  
+1 615 230 2100  
+1 715 472 2111

## ODD SPOT

Did you know?

Linatex performs in  
the circus too.

See inside...



# Linatex Partners with Midwest Rubber

Linatex has announced the formation of a partnership with Midwest Rubber, a manufacturer of high-quality squeegees used in floor cleaning.

With 32 years in the floor care industry, Midwest Rubber has built a substantial reputation for innovation. With the head office in Minneapolis and a presence on three continents, Midwest Rubber has prepared itself for future growth.

Offering partnering programs to their customers and an extensive line of rubber, urethane, hose, plastic and conveying products, the partnership with Linatex is unique.

Midwest chose to partner with Linatex because Linatex Premium Rubber provides unique qualities, particularly suited to Midwest's squeegee products.

The optimal hardness and modulus of Linatex Premium Rubber prevents the squeegee from falling apart, especially on abrasive floor materials like unsealed tiles, concrete, rough marble and brick.

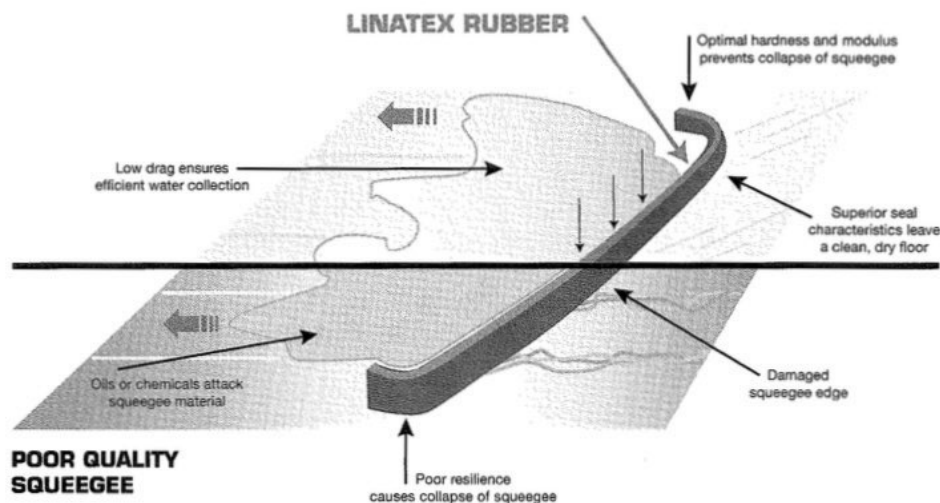
Linatex Premium Rubber also provides seal capabilities and low drag enabling the squeegee to leave the floor dry.

The squeegee's durability is also extended through the use of our rubber, enabling it to be used to clean up broken glass and metal shavings.

The Midwest squeegee is ideal for sealed factory floors, hotel and office foyers and schools.

As global companies, the partnership between Midwest Rubber and Linatex is a joining of complementary assets, creating a premier portfolio of operations diversified across multiple regions.

For more information please contact Doug Turk at [dturk@midwestrubber.com](mailto:dturk@midwestrubber.com) or contact Kenny Brooks at [kenny.brooks@linatex.com](mailto:kenny.brooks@linatex.com)



## Around the Globe

### FROM AUSTRALIA

## New Operations for South Australia

In April 2009, Linatex opened a new operation in Green Fields, on the northern outskirts of Adelaide, South Australia.

The site is strategically positioned on the route to Olympic Dam, Iluka's Jacinth Ambrosia, Prominent Hill, Dominion Gold and 16 other mining sites that the South Australian government says will open over the next three years.

South Australia has emerged as a major resource exploration region thanks to a series of government initiatives. The government has raised the profile of the state as a resource-rich region through an initiative that provides

information and technological data required when searching for minerals.

The program, known as PACE, or Plan for Accelerated Exploration has proved highly successful and is a major reason for South Australia becoming one of the world's leading exploration jurisdictions.

Prior to its launch in 2004, exploration spending in South Australia was \$30 million a year. This amount has now increased to \$365 million annually.

Five years ago South Australia boasted only four operating mines. This will have increased to 11 by year's end and 16 by 2010.

There are also 20 other projects that are at either the advanced exploration or resource assessment stage.

Experts believe that mineral explorers will find the next tier one giant mineral discovery in Australia, with some saying South Australia will provide the industry's next 'elephant'.

