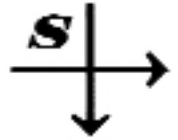


# The e Installer

An e-newsletter for the valued customers of Southeastern Aluminum Products, Inc.



Dec. 2004 | Vol. 1 No.2

Welcome to the 2nd edition of SEALPRO's e-newsletter. It has been developed to keep our most valued customers up to date with the latest news and advancements at Southeastern Aluminum Products, Inc.

If you're experiencing any problems downloading the newsletter or if you would like other members of your organization to receive it, please contact Scott Anderson at ext.132.

## Inside this Issue:

- Glass Spotlight
- Personnel
- New Extrusions
- Our Mission

**Next Issue: February**



## GLASS SPOTLIGHT

### ILLUSIONS VERSUS ANTIQUE:

What is the difference between Illusions and Antique glass? Antique, also known as Machine Antique, is a machine drawn, transparent glass with exceptional clarity and cutability. Its finely textured surface resembles mouth blown antique glass, yet is almost bubble free, with uniform thickness, exemplary evenness and transparency. Antique is available in 3/8 inch units.

Illusions is very similar to Antique, however, since it is not machined, the production cost is significantly less. Illusions is a rolled patterned glass that has the look of more expensive antique style glass. Illusions is perfect for virtually every application where normal clear glass and traditional patterned designs are used. The design creates a unique play on light while offering the slightest diffusion. Illusions is a patterned glass that offers subtle distinction. We carry Illusions in 3/16 inch units. This exciting fire-polished texture with graceful, artistic design is available for order.

## PRODUCT DEVELOPMENT



SEJ 110



SEJ 113

### New Crystalline Hinge Extrusions Now Available In White

Previously, the 148 inch lengths were only available in silver, gold and brushed nickel.

We now offer Crystalline Hinge Extrusion SEJ 110 and SEJ 113 in the color white in 148 inch lengths. The new offering will provide our dealers with greater ordering flexibility and cost efficiency. This color has become a stock item and can be purchased by calling our Customer Service Team at ext. 150.

## OUR MISSION

As a part of our Mission Statement, we are committed to providing superior service, products and quality. We are dedicated to developing long term relationships with our customers to further our mutual success. We appreciate your business.

## PERSONNEL NEWS

NAME : David Hasselbach  
JOB TITLE : Production & Inventory Control Manager  
EXT:107

In October, David Hasselbach, joined SEALPRO as the Production and Inventory Control Manager, responsible for the Scheduling Department, and inventory levels at our consigned warehouses. David's most recent position was materials manager for a manufacturing company.

NAME : Scott Anderson  
JOB TITLE : Marketing Coordinator  
EXT:132

Scott Anderson joined the team in October as the company's new marketing coordinator. While contributing his background in marketing, public relations and advertising, Scott is coordinating the production of new marketing materials. If you would like to discuss how our marketing tools can benefit your company, please contact Scott.

NAME : April Crawford  
JOB TITLE : Customer Service Representative  
EXT:150

Having spent over four years working with the Crystalline Production Team, April is no stranger to SEALPRO. April joined Customer Service on November 1st. April is quickly learning the ropes and is already working with many of our distributors.