



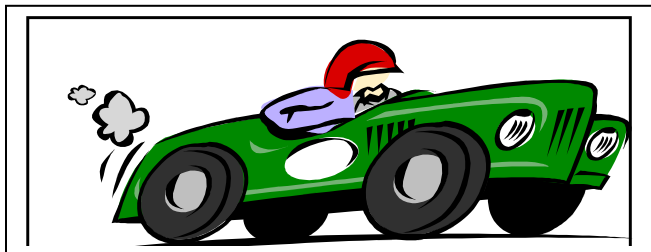
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XIM Sales Success Story

By Melissa Jarufe

Collaboration between James O'Neal of the Sherwin Williams Company in Portland, Oregon and Gary Hannah of XIM Products, Inc. has resulted in an additional \$700 dollars per house being earmarked for Peel Bond Primer to be used in an ongoing low income renovation project by the City of Portland. Peel Bond was demonstrated to Global Pacific Painting and The City of Portland. This demonstration showed first hand how different Peel Bond is from other products in terms of build, adhesion, durability, and long term cost savings. James and Gary have worked closely with Connie Buckley of the City of Portland to write an exclusive spec for a Sherwin Williams / XIM system. Arrangements are currently being made to train all painters using the system prior to being allowed to bid a job. *Brent Campbell* and *Tony Viskov* will conduct additional training for other contractors looking to bid on future jobs for the City of Portland. James is trying to determine the total number of homes that will be painted. It should be in excess of 200 in 2007.



XIM Product of the Month

By Jo Ann Emerson

XIM's Plastic & Vinyl has achieved a greater awareness everywhere! After extensive testing by XIM's Lab department, we have accomplished a Plastic & Vinyl Bonding Primer that can handle top coats of oil base, water base, urethane or epoxy paint! Imagine-finally, you are able to paint your shutters, plastic and vinyl siding, gutters, window frames, doors, fencing and decks any color using Plastic & Vinyl as your primer-including Polypropylene! XIM continues to move ahead in the development of paint primers, bonders and sealers.



XIM Mission Statement:

To be the leading manufacturer and marketer of Unique-Specialty paint bonders, primers, sealers and coating additives.

Inside This Issue

XIM Sales Success Story	1
Rep Spotlight	1
XIM Product Spotlight	1
XIM Employee Spotlight	2
Industry News	2
Supplier Spotlight	2
Message from the President	2
Did You Know	2

Rep Spot-light

By Brent Campbell

Summit Marketing -Paul Mammen is the President of Summit Marketing-an independent Sales organization for the Pacific Northwest which covers Washington, Idaho, Montana and Oregon. *Tony Viskov* covers the Oregon market calling on Sherwin-Williams, Rodda Paint, Miller Paint and other paint dealers and stores. Tony is a race car driving instructor for a local race car club and has introduced some of his SW friends to the sport. Portland has been a focus market for Peel Bond. Peel Bond is currently the preferred primer for use in a low income housing painting program sponsored by the City of Portland. *Jeff Peugh* covers Eastern Washington as well as Idaho and Montana. Jeff calls on Sherwin-Williams, Rodda Paint and Columbia Paint-just to name a few of his customers. Jeff is quoting a 500 gallon UMA job on a 7 story office building in downtown Spokane. *Rob Willis* handles Western Washington calling on the same accounts in his markets. He is also involved in racing but he likes to go real fast, so a dragster is to his liking. "They have been the point of the spear in making Peel Bond a focus in the high build filling primer market!"

Employee Spot-light

by Jo Ann Emerson

Everyone needs some excitement in their life, and Bob Lime is no exception! Bob has been working at XIM for 28 years; currently a 'batch maker'. When not making paint primer batches, he relaxes by *Racing down the track!* Hmmm?

Bob races a 410 Sprint car at Sharon Speedway in Hartford, Ohio. XIM has been sponsoring Bob for the 22 years he's been racing (dirt tracks). 'It's always been a 'family thing'' say's Bob". His grandfather built him a go cart when he was 6 years old, then had to build another for his friends! Bob entered the Pinewood Derby with his Cub Scout group when he was 8. The 410 Sprint cars have 850 horse-powered engines and run on methanol fuel. This year Bob has finished in the top 10 in 4 of the five races! Bob said "I always finish the race".



Industry News by Dick Hardy

The National Hardware Show was held in Orlando, Florida on May 7 through May 9th last month. XIM and most all paint manufactures had booths to display their products. The focal point of XIM's display was the XIM Peel Bond.

XIM launched its new advertising campaign in May issues of four different Trade Journals. The new ads are designed to grab the attention with contractors and paint store personnel. The ad campaign was put together by Caler and Co. located in Akron, Ohio. The ad campaign focuses on XIM's fastest growing product Peel Bond. The campaign leads with the question, "What's Under Your Topcoat?" They continue to build on the concept of "A Better Way to Paint" for the high-building Peel Bond. We are excited about the new campaign and expect it to strongly complement our selling and training effort during 2007.

Did You Know?

By Jo Ann Emerson

There are 336 dimples on a regulation golf ball.

The microwave was invented after a researcher walked by a radar tube and a chocolate bar melted in his pocket!

XIM HAD RECORD BREAKING SALES FOR MAY!!!! Thank you!

President's Message

Dick Hardy

We are well into the paint season for 2007 and our sales and production have increased accordingly. Our new Peel Bond hold tank is working quite well. It allows us to free-up the High Speed Dispersers and fill the container based on our needs. We are able to fill pails and gallons at the same time to increase production. And, it looks like we will be needing this production, since the sales for Peel Bond continue to grow. In 2006 we had three consecutive record months during the summer. I think we should be able to match and exceed that for 2007.

You will notice in the section dealing with Sales Success Stories another great success for Peel Bond.

Supplier Spot-light

By Jo Ann Emerson

Our supplier's response to XIM's Sticking Together Presentation earlier this year has been great! Advertising is a big part of any company-and **Admiral Products Printing of Cleveland** has always done a great job for XIM.

Being able to work together many times with a very short time frame, they have come through for us! Thank you Admiral!