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NAM Gives Annual Trowbridge Award To Wisconsin Labelling Firm

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NAM GIVES ANNUAL TROWBRIDGE AWARD TO WISCONSIN LABELLING FIRM

Tailored Label Products Recognized for Commitment to Community Service

WASHINGTON, D.C., October 7, 2009 – The National Association of Manufacturers (NAM) today recognized Tailored Label Products (TLP), Inc., of Menomonee Falls, Wisc., a custom label printing and precision die-cut bonding components company with 64 employees, with the NAM's annual Trowbridge Award . In 2008, TLP donated more than \$25,000 in time and material support to 18 community organizations and is on track to exceed that total in 2009, in spite of the challenging economy. In June, TLP was named the Waukesha County Small Business of the Year in recognition of the company's treatment of customers, employees and the community.

"One of TLP's core beliefs is that executives must lead their organizations by example," said TLP President Mike Erwin. "I am actively engaged in several community groups working to improve the quality of life for our citizens, and our employees are encouraged to engage in opportunities and charities that are important to them as well. Through our team, we learn about opportunities to reach out to help our employees, our customers and our community."

The Trowbridge Award is named after the late Sandy Trowbridge, former Secretary of Commerce who served as president of the NAM from 1979 to 1989. Trowbridge was known for his decisiveness and leadership on behalf of manufacturing and also for his commitment to community service. He devoted himself to a variety of charitable efforts, including A Better Chance, which aids minority youth in attending top boarding schools; the Foundation for Management Education in Central America, which provides advanced business education in Central America; the International Executive Service Corps, which sends retired U.S. executives to serve in third world countries; the Washington Center; Junior Achievement; and Outward Bound.

"Sandy Trowbridge was an inspired leader who has left us a marvelous legacy," said NAM President John Engler. "He was first and foremost an articulate advocate of manufacturing, but he always found time in his busy schedule for worthy causes. Tailored Label Products exemplifies that proud tradition of business commitment to community service through an imaginative variety of activities in which both the company and its employees reach out to help the less fortunate in their community."

Founded in 1984, TLP specializes in electronics, automotive, aerospace, medical, biotech and industrial label applications.

"A passion for innovation is the defining characteristic of our TLP culture," said Erwin. "Ingenuity and our desire to manufacture one-of-a-kind custom products set us aside from other label companies. We have been doing the impossible for 25 years."

Erwin said a commitment to community service goes hand-in-hand with TLP's focus on innovation, employee retention and exceptional customer service. "I believe this kind of engagement not only makes for a more prosperous and healthy community, but it generates rich dividends year in and year out that can't always be measured in a traditional return on our investment approach," he said. "We greatly appreciate this honor awarded by the National Association of Manufacturers and are inspired to carry on in the tradition of Sandy Trowbridge."

TLP employees have undertaken a variety of exciting community outreach programs to enhance the quality of life for people in need of assistance. Among the

company's outreach efforts:

- TLP's Career Development Program provides opportunity and mentoring for young people who demonstrate a strong desire to learn specific skills.
- Through its new Pilot Vocational Program, TLP hired a part-time local high school student who is cognitively challenged. The program is now part of a university case study for corporate involvement in developing a work environment in manufacturing for someone with his challenge.
- TLP is working with the Menomonee Falls School District's Second Chance Program for at-risk students. The students enroll for a two-year study rotating among four different manufacturers, working six-hour days followed by two hours of classroom instruction. TLP hosts the classroom and teachers office for the school district as well.
- TLP works to encourage community involvement through various giving programs such as its role as a PACESETTER and PLATINUM member of United Way. TLP has achieved over an 85-percent participation rate and has exceeded its goals year after year.
- Other regional organizations that have benefitted from TLP's support are the Community Memorial Hospital Foundation, Medical College of Wisconsin Cardio Research Center, Wings of Corporate Love, Waukesha Historical Society, Milwaukee Wave, the Wisconsin Water Fowl Association, the Komen Race for the Cure and the Second Chance Partners for Education.

Other finalists considered for the Trowbridge Award this year were Hyland Software of Westlake, Ohio, and Lincoln Industries of Lincoln, Neb.

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