

## THE WORD

This is a very special edition of the Essex Excerpts. You may have already noticed that it has a different look—we have a new logo and a new format for the newsletter. But these changes aren't just for the sake of appearance. They signify the beginning of an exciting new chapter in the history of Essex Industries.

And what a great history we have had as a company! When Harold and Sidney founded Essex in 1947, they had a simple vision: to provide quality products for their customers at a fair price and to provide stable employment opportunities for their workers.

Through the years, the owners have always re-invested in the company and successfully managed the business to ride the waves of market change and the economy. Their dedication and foresight are why we are still here 65 years later.

Even in the economic downturn of the last few years the company has prospered. We knew that we were doing many things right to have achieved this level of success. But we also knew that there was greater potential in the products and people of Essex Industries—potential that could lead to significant levels of growth for new products, new market solutions and new opportunities for our employees.

It was felt now, while we are doing well as a company, that it was the best time to start setting higher, more challenging goals for growth throughout the organization. We are implementing these new initiatives from a position of strength—because we want to change, not because we have to change.

Our growth strategy requires major effort and involvement throughout the organization. To meet our goals, we need to change how we operate. The key direction here for us is "Centralization." One major difference you will see is that we are uniting all our operations under Essex Industries. Instead of each facility representing itself separately in the market, we are going forth as one strong entity. As a unified organization, we

have defined a market focus that transcends products or manufacturing operations.

The four markets we have identified initially are: Aerospace and Defense, First Response, Safety and Medical. We currently have a strong presence in each of these markets and feel they allow us to capitalize on our core competencies of personalized customer service, creating problem solving solutions to customer needs, manufacturing expertise as well as our company's history and reputation.

In support of this market focus, sales will now be managed under the capable leadership of Tim Bannister and Robert Geisz, who have been promoted to new roles as Vice Presidents of Sales and Business Development. They will coordinate the field efforts across all product lines to expand our valued customer relationships and uncover needs that lead us to innovate and develop new products.

For this increased product development, we will depend on our engineering group, which has long been the backbone of our organization. Throughout the years, we have built our business on taking a requirement, a problem or concept and turning it into a product. To maximize resources and be even more aggressive in new product development, Engineering will now also be a centralized group within the company.

We have seen how a design element can transfer to other markets or applications, such as how pilot life support systems developed into patient life support which further evolved into the Mass Oxygen Distribution System (MODS). We know that many more opportunities exist for us to take our proven designs and apply them in new settings. By reorganizing the key functions of sales and engineering, we believe that we will set the stage for more synergy in these departments which will enable us to achieve the aggressive growth we have targeted.



**IN THE WORD,  
MICKEY WALDMAN,  
PRESIDENT OF ESSEX  
INDUSTRIES DISCUSSES  
THE NEW STRATEGIC  
DIRECTION OF THE  
COMPANY.**

2012 will definitely be one of the most exhilarating years in the history of our company! We will celebrate our 65th year with a strong forward vision and renewed sense of unity as an organization. Several new products are set to launch and we are already working on opportunities that extend beyond 2013. Additional resources will be added to both the sales and engineering departments. We will look to expand our manufacturing capabilities and investigate acquisitions to further our growth. The next decade holds both challenges and tremendous potential for Essex Industries. Your support has enabled us to reach this point in our history and we invite all of you to share in this exciting future with us.

*Mickey Waldman*  
President of Essex Industries

# OUR MARKETS

## ESSEX<sup>TM</sup> AEROSPACE + DEFENSE

➤ Essex Industries began providing quality engineered products to the aerospace and defense industry in 1947 and it continues as a leading supplier today. Essex products fulfill key requirements of the market in the areas of Life Support Equipment, Ground Support Equipment, Platform Controls and Aircraft Components.

Life support equipment covers pilot, crew and medical oxygen requirements with products such as LOX Converters, Protective Breathing Equipment (PBE), Emergency Passenger Oxygen System (EPOS), Backpack Medical Oxygen System (BMOS) and the Next Generation Portable Therapeutic Liquid Oxygen System (NPTLOX).

The Oxygen Generator/Liquefier (OGL) and the 50 Gallon LOX Cart provide essential ground support back-up to aircraft oxygen systems.

Platform controls, such as hands-on throttle and stick (HOTAS) grips are custom-engineered to meet specific applications for domestic and international airlines, military fixed-wing and rotary aircraft, and military ground vehicles.

Essex Industries also manufactures thousands of MIL-SPEC, ANSI and NAS aircraft components, including anti-gravity valves, hydraulic pulsation dampeners, flame arrestors and valves for hydraulic, pneumatic and fuel applications.

## ESSEX<sup>TM</sup> FIRST RESPONSE

➤ Providing a variety of critical oxygen distribution systems and accessories to EMS air and ground transports, Essex Industries has taken proven technology from our aerospace equipment and applied it to meet the needs of this important market. When disasters or emergencies occur, our products supply life-saving means for police, firefighters and EMS personnel.

Whether delivering oxygen to a single patient with a converter found in an ambulance or tending to seventy victims simultaneously with the Mass Oxygen Distribution System (MODS), first responders have come to rely on Essex Industries.

In addition to oxygen distribution systems, other products support the efforts of first responders, such as the Victim Rescue Unit (VRU+) which protects individuals against heat, flame and toxic fumes. The Last Chance Rescue Filter<sup>®</sup> is an escape-only filter device in an out of air emergency while using a Self Contained Breathing Apparatus (SCBA).

OUR VISION  
DRIVE GROWTH  
THROUGH CUSTOMER  
ENGAGEMENT AND  
THE CREATION OF  
NEW PRODUCTS.

## ESSEX<sup>TM</sup> MEDICAL

➤ Essex Industries is proud to partner with the premier home healthcare and institutional care respiratory equipment providers. Through the years, our innovative engineering and dedicated customer service have established us as a leader that healthcare providers depend on and trust.

Medical respiratory products are available for both high pressure and liquid oxygen systems that meet or exceed CGA, FDA and NFPA requirements for safety and performance.

Products offered in this market include: Portable liquid oxygen systems, oxygen conservers, regulators, nebulizers, quick connects, fittings and filling equipment.

## ESSEX<sup>TM</sup> SAFETY

➤ Essex Industries offers a wide range of protective breathing equipment designed to provide safe egress for individuals in escape situations resulting from fire, smoke or toxic chemicals. Our Emergency Escape Breathing Device (EEBD) is a hooded escape respirator that utilizes patented technologies for military and industrial use. Other products, such as the Plus 15<sup>®</sup> is an air purifying respirator which provides 15 minutes of protection against exposure to soot, particulates and toxic gases.

Industrial safety is also covered with our Watchdog<sup>®</sup> line of thermal/electro-thermal valves and actuators designed to shut off lines automatically when hazardous situations occur.

# OUR NEW ROLES

## TIM BANNISTER

### VP OF SALES AND BUSINESS DEVELOPMENT

Tim's new role as VP of Sales and Business Development is a natural extension of his accomplishments at



Essex. As Vice President of Operations and General Manager at Essex Cryogenics, Tim was instrumental in the company winning several key contracts, including an ECAT contract from DSCP in Philadelphia for the NPTLOX and the Guardian Angel

Integrated O<sub>2</sub> Program out of Wright Patterson Air Force Base.

Tim joined Essex in 1999 and served as Sales Manager for Cryogenics before taking over the helm of that operation in 2005. He has a Bachelor of Science degree from Missouri Valley College.

Expanding sales for cryogenic products in the Aerospace market will continue to be a high priority for Tim in his new position, but he will also be responsible for meeting the corporate objectives for all products in the First Response, Medical and Safety markets.

## ROBERT GEISZ

### VP OF SALES AND BUSINESS DEVELOPMENT

Robert brings over 22 years of Essex experience to his new role as VP of Sales and Business Development. He joined Essex in 1989 as an entry-level mechanical draftsman, after earning his Bachelor of Science Degree in Aerospace Engineering from Parks College of St. Louis University.

Since that time he has advanced through the organization as Junior Engineer, Design Engineer, Project Engineer, Program Manager and most

recently, Vice President of Sales and Engineering at the Manufacturing Division.



Over the years, Robert has played a key role in developing numerous major domestic programs for Essex products and has expanded the company's export sales in both new production and avionics upgrade programs throughout the world.

In his new role, Robert will lead the sales and growth efforts within the Aerospace and Defense markets, with a strong focus on platform controls and aircraft components.

## DAVE HURLEY

### VICE PRESIDENT OF OPERATIONS

As Vice President of Operations for Essex, Dave Hurley will have responsibility for all three manufacturing facilities, ensuring that these locations perform at the level needed to meet the company's goals for growth and quality.



The experience Dave brings to his new role will not only improve operating effectiveness but will also provide an atmosphere of continuous improvement and a safe working environment for

Essex employees. Several new initiatives are already planned for 2012 to improve internal processes and on-time delivery.

Dave began his career at Essex in 1994 as a Project Engineer. After serving as Production Manager, he advanced to VP of Operations at Essex PB&R. He has a B.S. in Manufacturing Engineering & Technology from Bradley University and an MBA from Washington University.

## CHUCK BAUMAN

### VP OF LEADERSHIP AND ORGANIZATIONAL DEVELOPMENT

As VP of Leadership and Organizational Development, Chuck's new role will be to act as a catalyst for change that aligns with the business strategy and plans of the company.

The people side of Essex will be his primary focus for 2012. In the coming months, Chuck will be creating and implementing change management plans that

foster employee engagement, drive faster adoption of new programs and result in greater utilization of our human resources.

Chuck has extensive experience in leading organizational change and has a proven track record of success

across a wide range of industries. He joined Essex in 2008 as VP of Operations at TRG and Piper Impact. Chuck's educational background includes a B.S. in Workforce Education and Development with a specialization in Education, Training and Development from Southern Illinois University at Carbondale.



## EVAN WALDMAN

### DIRECTOR OF STRATEGY

Working with the executive team to successfully formulate a clear, focused vision and strategic objective for the company, Evan Waldman demonstrated an aptitude for his new role as Director of Strategy even before officially receiving the title.

It will be Evan's responsibility to direct the firm's long range strategy and business development activities from an organic and acquisition standpoint. Aligning the firm's actions with key strategic business objectives, Evan will ensure that resource allocations are leading indicators for achieving the targeted results.

Evan began his career at Essex in 2004 as a Sales and Marketing Associate. His experience with the company includes three years as the Operations Manager for the Manufacturing Division and more recently, two years as the Director of Commercial Sales. Evan has a B.A. degree from Indiana University and earned his M.B.A. from Washington University.

