

THE WORD

Essex Industries has been a part of virtually every major military and commercial aerospace program since 1947, including the recently released F-35 Joint Strike Fighter. Essex has the contract for the side stick grip, the throttle grip and the scavenge valves. Three years behind schedule, this aircraft program has been in development since 2001.

Aircraft platforms, such as the F-35, have long been the foundation of our business at Essex. However their extended development cycles require us to exercise balance from a strategic standpoint. While we wait for these major aircraft programs to move from concept through design to release, we must effectively balance our business strategy with sales growth from our current product portfolio.

We continue to achieve success when we work to our strengths with existing products, highlighting our unique design features to meet customers' needs. A perfect example of this is the recent order from Qantas for our PBE, which is reported in this newsletter. This comes on the heels of our contract from Emirates Airline for their crewmember requirements. Even though Essex enjoys over 90% of the domestic

market for this product, we have identified and are actively pursuing more international opportunities for growth.

Another example of a strong, existing product is the integrated regulator, sold under our Medical group. The practical design and proven reliability of this product have increased sales domestically, as well as opened sales opportunities worldwide.

The need for strategic balance also applies to our own, internal new product development efforts. This is where our Stage Gate process has been most valuable. Stage Gate helps us evaluate our design capabilities, effectively allocate our resources and intelligently forecast product development schedules. Every project presented is evaluated for its return on investment versus other opportunities. This enables us to make better choices, allowing us to focus and work to our strengths in support of our strategic direction.

We believe that as a company, Essex can best serve our customers in the years to come by achieving that balanced focus between our existing products and design programs, both external and internal.

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Mickey Waldman
President

QANTAS SELECTS ESSEX PBE



Essex Industries is pleased to announce an order from Qantas for their PBE, Protective Breathing Equipment.

The Essex PBE is designed to provide crewmembers with ocular, head and respiratory protection during emergency conditions in an aircraft cabin. Recognized for their safe design, Essex PBE units are installed in the majority of U.S. airlines and a number of carriers throughout the world.

Founded in regional Queensland in 1920 – as the Queensland and Northern Territory Aerial Service – Qantas is one of Australia's most iconic brands and has played a central role in the development of the Australian and international aviation industry. Today the Qantas Group is a diverse global aviation business, comprising Qantas Domestic, Qantas International, the Jetstar low-cost carrier group and Qantas Loyalty. In total, the Qantas Group operates more than 7,300 flights each week and, together with its codeshare and oneworld partners, offers flights to more than 1000 destinations around the world. Qantas is ranked the world's safest airline by AirlineRatings.com, the best airline in the Australia-Pacific by Skytrax, and holds many major awards for service, food and wine, technology and innovation.



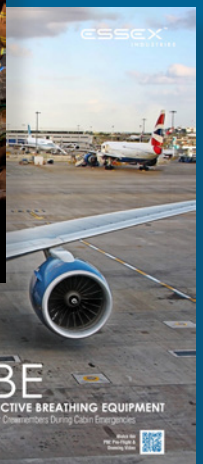
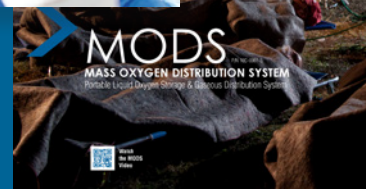
NEW LITERATURE AVAILABLE

The **Medical** catalogue highlights our oxygen therapy products, including integrated regulators, premium oxygen regulators, conserver regulators, heliox regulators, parts and accessories.

The **MODS** brochure covers specifications of the product, as well as examples of hospital, first response and disaster applications.

The **PBE** brochure details the design features that provide the performance, safety and reliability of this smokehood.

This literature is available at www.essexindustries.com in the Document Center. You can request copies through the Contact Us form or by emailing us at info@essexind.com.



TMI CUSTOM CYLINDERS

Essex Industries has recently announced a process which brings added value to medical cylinders and oxygen therapy products. Thermal Molecular Infusion, or TMI, enables Essex to customize oxygen cylinders with a permanent means of identification. This sublimation process replaces the need for adhesive-backed labels, providing a more professional look to the equipment. TMI labels can be customized with full-color logos and designs, enhancing a company's brand recognition in the market.

Information applied with the TMI process is easy to read and lasts longer than paper labels, which can tear or peel off, causing important information to be lost. This could potentially cause problems or concerns for those using the equipment. A more lasting means to identify the equipment can also improve asset control and help prevent loss or theft which ultimately may improve operations and profitability.



SPOTLIGHT VIDEO

Essex has released the first in a series of Spotlight Videos, which will focus on one key product. The new PBE spotlight demonstrates that the hood easily dons in just 15 seconds.

To view this video, click here.



To watch this video
scan or navigate here:
<http://bit.ly/essexPBE>

NEW TEAM MEMBERS ENGINEERING

Brian Henderson, Quality Engineer

NEW ROLES OPERATIONS

Lanny Diedrich, Operations Manager at Sunnen

SALES

Jeff Lockwood, VP of Sales and Business Development

NOTEWORTHY

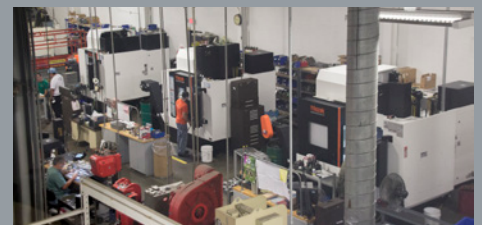
THREE STAR GENERAL VISIT

In June, Essex received a visit from LTG Roger G. Thompson, Jr., a retired three star general who is currently Vice President, Membership and Meetings, for the Association of the United States Army (AUSA). The general toured the Chivvis facility and received an overview of the company and products.



ENHANCED CAPABILITIES

The Sunnen facility recently added three CNC mills from Mazak to its production line. Two of the three have 4th axis ability to manufacture round product designs. The new machines are up and running, far surpassing the run times of the previous machines.



SECUREWORLD

Marc Ashworth, Director of IT, was one of the local industry experts participating in a panel discussion on "Protecting Your Data as it Roams" at the St. Louis SecureWorld conference September 22-23. Marc also serves as part of the Executive Advisory Board.

Established in 2002, SecureWorld provides education, training and networking for cybersecurity professionals on a regional level.



UPCOMING TRADE SHOWS

October

12 - 14

AUSA Annual Meeting & Exposition

Booth #1335

Washington, D.C.

23

Gateway STEM HS Engineering Career Expo

Booth (TBD)

St. Louis, MO

29 - 1

Air Mobility Technology Exposition (A/TA)

Booth #501

Orlando, FL

November

2 - 4

SAFE Symposium

Booth #109

Orlando, FL

16 - 17

Survivability & Support Week (AAAA)

Booth (TBD)

Huntsville, AL

16 - 19

Medica

Booth #16/C20-6

Dusseldorf, Germany

RECENT TRADE SHOWS



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