

Key Strategic Thrusts

- o Defining the competitive arena (segments) for the business, and marketing strategies to match.
- o Continued cost reduction efforts.
- o Continued product quality improvement.
- o Materials and process research, including injection molding, to support the business mission and marketing thrusts.

Abrasive Products

Mission

"Sustain our strong competitive position and continue to manage for profitability and cash generation."

Key Strategic Thrusts

- o Planning for continued profitability through broader product and market development.

LJScott:mu
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