

PRESIDENT'S MESSAGE 2013

Dear Friends of RONCO,

I trust that the past year has treated you well professionally and personally. For the RONCO team, it was a year of diversifying. We invested in new people, new ideas and new technology to strengthen our opportunities and positively impact our growth.

We diversified our employee training efforts to include a weekend-long sales and product management retreat which I am pleased to say is now an annual team building event. And we are currently developing a RONCO “certification” program and knowledge-base for our customer service representatives to enhance their capabilities.

This year, we also formed a RONCO Innovation Team that will guide us into new frontiers. One of the team’s first objectives was to re-brand the company, not just as glove manufacturers, but as HAND, HEAD & BODY PROTECTION specialists. We feel this more accurately reflects our diverse areas of expertise and product range.

This branding strategy is featured on the newly re-launched RONCO website. In an effort to expand our online capabilities, the new site features improved searches, enhanced product information, Live Chat and multi-lingual capabilities. Work is already underway on Phase II of this project, which includes an online ordering system and self-service distributor portal – exciting new ways of doing business for us.

Our market diversification stimulated growth for us in the following ways:

We made strides along the value chain by announcing ourselves as the first North American glove manufacturer to be granted ISO 22000 certification for food safety management systems. This means that our manufacturing, storage and delivery processes meet or exceed the global standards required by our customers in the food and beverage industry. This certification demonstrates our commitment to customers that RONCO can help reduce food safety hazards.

We made advancements into the industrial sector by expanding our lines of specialty industrial gloves. This more complete product portfolio will propel us this year into niche markets such as fisheries and oil and gas. We will continue to capitalize on our core competencies as safety specialists and the strength of our brand to become leaders in protecting workers in these, and many other, industrial applications.

Geographically, RONCO has always sought opportunities outside of the local market. We are proudly Canadian with a global reach, and will continue this year to pursue joint business objectives and opportunities, enhancing our range of vendors and distribution partners across the continent and around the world.

In closing, I would like to thank all of you — distributors, end-users, employees and vendors alike — for contributing to RONCO’s 16th successful year in business. We have overcome challenges, set exciting new goals and had some fun along the way. Thank you for trusting RONCO as your safety and plastic manufacturer of choice. Have a healthy and prosperous 2013!

- Ron Pecchioli, President

