



# Tradetalk

Issue No. 20 – Summer 2009

www.tritrading.com

## Celebrating 15 Years of Business 1994-2009

A TRI milestone was celebrated at the beautiful *Fox Hollow Farm* on August 14th as we toasted to the company's 15th anniversary. It was a great party, fine food, music, basketball, and more; finished off as the sun set with marshmallows around the fire.

Thanks everyone for making it so special. In the spirit of 'the current economy', we toned it down from our 10 year party when we had 70 outside guests and limited this event to company members only. Keep your eyes open for the 20 year!



TRI employees showing off our 15 year timeline

Visit our website for more pictures of our 15th anniversary party at [www.tritrading.com](http://www.tritrading.com)



1) Rowland & TR showing off the 15th Anniversary Cake. 2) Staff enjoying good food, great company and wonderful atmosphere. 3) TR happy to receive his TRI 15 year timeline gift. 4) Group gathered around the fire for a classic TR speech. 5) An intense game of bump-ball, our champions Rowland and Adam battle to the end.

*Thanks to our customers and suppliers for your support during these very tough times, and also my personal thanks to all the TRI employees (past and present) for 15 great years!!*

## Happy Harrison

It's been slightly less than a year since our last issue and there's so much to talk about. Most important to me personally was the birth of *Harrison Richter-Savage Ridnell*. He's a very healthy boy, now 9 months old and Autumn and I are having a wonderful time with him. With her event business at Fox Hollow Farm (our residence) he has already met thousand's of people. □



What a proud Dad!  
Congratulations on the birth of your first born son!

## TRI Middle East - Global Trade

The most significant move we have made this year was opening our Middle East trading office, and we welcome *Waheeb Malik* to the TRI team as our Global Trade Manager, TRI Middle East.

We are now able to take advantage of global swings in markets with a very focused view. Waheeb is exceptionally diligent and learns more each day on how to contribute to the company.

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### Featured Products

Ascorbic Acid  
Benzyl Alcohol  
Caustic Soda (NaOH)  
Caustic Potash (KOH)  
Cellulosic Thickeners  
Citric Acid

Di Propylene Glycol  
Epoxy Resins  
Epichlorohydrin  
Ethanolamines  
Fumaric Acid  
Glyoxal 40%  
Glycol Ethers

Glycolic Acid  
Gum Rosin  
Hydrocarbon Resins  
Maleic Anhydride  
Methylene Chloride  
N-Methylpyrrolidone (NMP)  
Pentaerythritol

Propionic Acid  
Propylene Glycol  
Rosin Esters  
Tetrahydro Furan (THF)  
Titanium Dioxide  
Trichloroethylene

## TRI Middle East - Global Trade Continued from Page 1

While the ‘traditional’ TRI team focuses on our Import Distribution business, Waheeb works on the trading side globally. **Stacey Li** complements both areas of our business from her Shanghai, China sourcing office.

Focused Industries: Paints & Coatings, Cosmetics, Construction, Automotive Lubricants, Oil & Gas, Detergent, Polyurethane, Leather, Printing Inks, Food, & Textile.

### TRI Middle East Products

- Caustic Soda Pearls / Flakes (NaOH)
  - Ethanolamines (Mono, Di & Tri)
  - Ethylene Glycols (Mono, Di & Tri)
  - Chlorinated Solvents
  - Propylene Glycols (PG USP, PGI, DPG)
  - Solvents (IPA, IBA)
  - Acetates (Butyl & Ethyl)
- Contact TRI for more information.



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## TRI Team Updates

It’s been a conservative year on the employee front, not much change, and as most company’s we are in the daily fight in a very competitive market. Our team has responded in an extraordinary manner, taking our lumps in some areas, but always continuing with a positive vibe to developing and growing our business. Thanks to our entire team for their efforts. □



*Mar getting back in touch with her roots in Playa del Carmen, Mexico*

## Welcome Back Mar!!

It’s great to have **Marjalena Santos** (aka ‘Mars Bar’) back at TRI as our Executive Assistant. She was our first intern from Seattle University five years ago, and has returned to the company after a 12 month stint elsewhere.

We are delighted to have her back, the company benefits from her positive spirit. □

## TRI Rugby Interns - Strong Work Ethic



**Kevin Swiryn, TRI Intern and Captain of the USA National 7’s Team (Eagles)**

TRI’s heritage in Rugby Football is no secret, and our latest intern – **Kevin Swiryn** might be the most notorious. He is currently the Captain of the USA National 7’s Team (Eagles) and recently was awarded his first ‘cap’ in the 15’s program.

He is as polished off the field as he is electrifying on the field, and has been a nice addition at TRI. His rugby career will take him all over the world before he hopefully returns to TRI – and it will be exciting to follow his success.

We would also like to mention that our 2008 TRI Rugby Intern, **Adam Patchett** moved to full-time Sales & Marketing Assistant in March 2009. Adam’s commitment to his work and positive attitude have made him a valuable member to TRI. Another success for our intern program. Congrats Adam! □



*Adam showing off his recently caught Rock Fish in Sitka, Alaska*

## Thanks from TRI!

It’s been a tough year, we are pleased to be ‘in the fight’. Every day, we are positioning ourselves to be stronger and in good position when the US and world economies rebound. Thanks to our customers and suppliers for your support during these very tough times, and also my personal thanks to all the TRI employees (past and present) for 15 great years. □

*“He is as polished off the field as he is electrifying on the field”*

## TRI Website Launch [www.TRITrading.com](http://www.TRITrading.com)



### Complete Product Catalog

- Product Search
- A-Z Product Listings
- Top Selling Products
- Featured Products
- Specs & MSDS

### Improved Features

- Contact Us Form
- TRI Tradetalk
- Careers

### About Us & What’s New

- News, Articles & Updates
- Employee Profiles
- About TRI: Why TRI
- Events & Meetings

### HOT Links

- What is TRI - About Us Presentation
- TRI 15th Anniversary
- Featured Profile - Anthony Ridnell

## Where Were YOU in 1994 - Guess Who? Match the TRI Employee

1994 - the year TRI was founded – of course Rowland and I were at 158 Power Avenue ‘high fiving’ and blowing the trumpet with each other. It is slightly humbling for me to learn some of our employees were not yet in elementary school at that time. Some fun photo’s of our team retrofitted to 1994 should be some good viewing.



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x

Answers: a. Anthony Ridnell, b. Rowland Morgan, c. Sandy Fuller, d. Rich McNamara, e. Matt Solbrack, f. John Godina, g. Jeff Wright, h. Stacey Li, i. Carlos de la Torre, j. Marjalena Santos, k. Shondra Garrigus, l. Jill Thompson, m. Austin Britts, n. Kevin Fuller, o. Esther Yu, p. Joe Riverman, q. Kurt Owens, r. Adam Patchett, s. Jennifer Calvery, t. Michelle Connor, u. Brian Gilbert, v. Dave Miller, w. Paris Lockhart, x. Waheeb Malik.

## TRI Top Products Focus - Summer '09

We have just finished the best summer ever in Seattle. The weather has been perfect and the forecasts easy and long-term. Every day was easy, sunny and warm for the foreseeable future. The same cannot be said for the chemical industry. I really cannot remember a time when the future is so uncertain. While I am not complaining about business in general, it has been very difficult to know or understand what is going to happen in the coming months.

### Propylene Glycol

PG has just gone from balanced to long, to straight out short. Propylene is in high demand and producers globally have struggled to get pricing up to acceptable levels. The result has been a slowdown in production just as we go into the anti-freeze season. It is quite possible that we will need to push through over \$0.20/lb increase in less than 30 days.

### Caustic Soda, Micropearls

CSMP have been trending down for almost a year. We believe the market has hit bottom and we will see pricing come back up over the next 6 months. Liquid pricing has risen enough to put pressure on beads.

Without any major corresponding demand for Chlorine, we see this to continue. Also, we have seen regular weekly increases in US Rig counts that should start to flow through the dry Caustic business in coming months.

### Benzyl Alcohol

BOH will be much more stable moving forward. Lanxess has acquired Gwalior, so there will be much less disruption in the marketplace. We are still trying to iron out better lead times, but demand is such that we are usually at 10 weeks. For regular customers we are able to keep material on hand for them, but we are having to plan ahead. Demand has been steady, if not great. The good news is that pricing has been stable.

### Citric Acid

This product has really settled down now that the anti-dumping case between the Chinese and the US Government has been determined. After looking globally for better alternatives for our customers, we still feel that China is the best supply chain available for our customers.

### Glycol Ethers

Propylene-based GE's have been moving upward based on the PO shortage and Propylene increases. TRI has a regular stock list of most of these products in bulk and drums.

### Pentaerythritol

Pricing has been very stable (or low) for many months, but we feel that demand is finally picking up to a point where we should start to see pricing move upwards.

Overall, demand is still soft. Customers are looking for shorter lead-times and small volumes, but raw material costs are finally beginning to move through the value chain (sorry I couldn't help myself). Manufacturers are under great pressure to pass along costs to the users, and it looks like there is just enough demand to do so. □

Rowland Morgan

Visit our new website at  
[www.tritrading.com/products/](http://www.tritrading.com/products/)  
 For more valuable information on  
 TRI Products & Services



# Customer Support & Contacts

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## Tradeshows & Events



**European Petrochemical Association (EPCA)**  
October 3 - 7, 2009  
InterContinental Hotel Berlin  
Berlin, Germany



**SupplySide West (SSW)**  
November 11 - 13, 2009  
The Venetian & Sands Expo  
Las Vegas, NV USA



**Western Coatings Societies Symposium (WCSSS)**  
October 25 - 29, 2009  
Flamingo Hotel  
Las Vegas, NV, USA



**InformEx 2010**  
February 16 - 19, 2010  
San Francisco, CA, USA



**Worldwide Food Expo (WWF)**  
October 28 - 31, 2009  
McCormick Place  
Chicago, IL, USA



**American Coatings Show (ACS)**  
April 13 - 15, 2010  
Charlotte, NC, USA

To schedule a meeting with TRI or for more information on events & meetings contact TRI at [info@tritrading.com](mailto:info@tritrading.com)

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