

# GelSmart™

partnering from concept to success

GEL SMART — the premier one-stop source for transforming gel concepts into innovative finished products that meet our customers' market needs and goals.





## OVERVIEW

GEL SMART is a vertically integrated, full-service provider of soft gels and gel products. We are unique in our ability, flexibility and willingness to help companies of all sizes with big ideas make them happen. There are many sides to GEL SMART — and many ways we can help our OEM and private-label partners achieve success:

- **Standard and specialty gel materials**
- **Product development to your specification**
- **Medical, orthopedic, skin care and consumer healthcare products**

### **Get the performance you need from both conventional and specialty soft gel materials.**

Many gels developed by GEL SMART experts over the years are now industry standards. And because of our expertise, we are often called upon to evaluate gels that fail to perform and formulate replacements that work. If you want the best, you've come to the right place.

GEL SMART formulates and produce raw materials from oil-based elastomers. We have special expertise in technologies for producing ultra-soft gels using both silicone and thermoplastic elastomer (TPE) compounds.

Our diversified line of standard gels gives you cost-effective choices for optimum performance in a wide range of specialized and general-purpose applications. If you need something more — or simply something different — we will formulate and produce gels to your specification.

### **Turn your brainstorm into practical reality.**

This is where GEL SMART really stands out from other gel suppliers and gel product manufacturers! Our expertise, experience and commitment to innovation make us your ideal partner for taking new ideas to market. We've structured our company to guarantee efficiency from gel concept to finished product — eliminating the hassles of coordinating with multiple suppliers. And the versatility of our gel and production capabilities can open doors to virtually any consumer or industrial market you want to target.

GEL SMART provides expert consultation, prototyping and manufacture for:

- Gel formulations and variations to satisfy special needs.
- Modifications or enhancements of our standard orthopedic and skin care products to meet unique needs of your market or customers — or to give you that extra competitive edge.
- Introduction of brand-new product concepts using soft-gel technology — for virtually any market.

### **Offer your customers top-quality orthopedic and skin care products.**

We've combined superior gel technology with years of hands-on application experience in manufacturing a complete line of proven orthopedic products for every style of footwear. Our design savvy shows in every feature.

Our growing line of high-performance skin care solutions for foot, hand and body affords additional opportunities for bringing high-value daily living aids to your market. The ultra-comfort of the medical-grade soft gels used in these products gives them ultra-appeal in campaigns aimed at enriching people's lives.



## CAPABILITIES

GEL SMART excels at producing top-quality gels and converting them into finished products that are both high value and competitively priced. We manufacture more than 200 medical and skin care products covering a wide spectrum of needs for our OEM and private label partners' medical and consumer health care markets. We even package those products to your specification. And we don't stop there.

Solid research and development and advanced production methodologies are the underpinnings of our standard product offerings. We also extend the same capabilities and resources to providing exactly what you want — from minor variations on our standard offerings to prototyping brand-new ideas. Big or small. In production runs of virtually any size.

Our in-house machine and tool shop accommodates rapid prototyping to keep pace with fast-track development cycles. And our electronic data interchange (EDI) capabilities enable us to offer ongoing value in monitoring and restocking your inventory of our products.



## PRODUCTION SYSTEMS

GEL SMART utilizes the most advanced technologies and equipment for converting our gels into the components and products you need. Maintaining constant focus on quality, we've developed many proprietary processes designed to ensure consistent quality to the highest standards in all our products.

For the same purpose, we employ cellular manufacturing techniques. That means we've engineered a fully integrated production line that takes our products from gel material to end-product packaging. This leading-edge methodology promotes efficiency, consistency and effective quality assurance.

Here are the primary processes GEL SMART uses for basic production and value-added finishing:

- Tooling
- Molding (Injection, Open-Pour, Compression)
- Extrusion
- Coating and Die-Cutting
- Dipping

## PACKAGING

At GEL SMART, packaging your product the way you want it is another way we add value. Unlike other gel manufacturers who supply product only in bulk, we provide a turnkey packaging service. So when you order from us, your product is ready to go straight to distribution.

Packaging options available from GEL SMART include:

- Printing using supplied artwork
- Corrugated cartons or boxes
- Blister or clam shell
- Skinboard
- Polybag
- Shrink film



### CUSTOMIZED DESIGN AND MANUFACTURE

If you're a new or small company with a big idea, you know how hard it can be to find a willing partner. Even for established and larger companies, finding a partner with comprehensive product development capabilities can be very challenging.

GEL SMART has the resources, relationships, integrated structure and creativity to turn your ideas into marketable solutions. We are experts in producing ultra soft and soft gels in durometers up to **Shore A-3**, and in manufacturing gel components and products in very small to medium sizes (up to 24 x 24 inches flat or molded products the size of wrist pads or bicycle seats.) We have the production capabilities to apply that expertise to any consumer or industrial market. There is virtually no limit to the possibilities!

We also differ in another important way from typical gel suppliers and manufacturers who produce only in high volumes. We've structured our business for flexibility so we can handle even small production runs cost-effectively. We understand, respect and meet production schedules, even when deadlines are tight.

Our versatile gel technologies provide a solid foundation for collaborative product development. Whether your application requires high strength and good flexibility or long service life, low durometer and dimensional stability, we have your product — or we can formulate your solution.

Need something special? Gel on foam? Gel on a hard surface? Unusual dual durometers? Maybe just a special add-on feature for one of our stock products? If we don't already do it, we'll develop a process to do the job and manufacture the product — guaranteeing good results with confidence.

### RESEARCH AND DEVELOPMENT

GEL SMART's commitment to innovation and our ability to innovate differentiate us from typical gel manufacturers. And our quality standards place us in very select company.

Our advanced research and development facilities and capabilities enable us to put our commitment to innovation and quality to work in developing new products for ourselves and our business partners. We maintain two state-of-the-art R&D labs:

- Gel development
- Product development and manufacture process prototyping

GEL SMART's R&D staff includes experienced design engineers and an in-house application chemist. Our business development managers are actively involved in market research, as well as specifying materials for their customers.

- Gel and materials testing and development
- Prototyping modifications and new products





## GEL FORMULATIONS

GEL SMART is the preferred supplier of elastomer polymer gels for companies with particular requirements for:

### **Soft gels ranging from ultra-low durometers (Shore A "000") to low durometers (Shore "00")**

Hazardous territory for most suppliers, this is comfortable home turf for GEL SMART. Maintaining consistent quality in ultra-soft gels is extraordinarily difficult, but our experience, production and QA systems guarantee the quality you depend on.

### **Maximum choice and versatility**

We are unique among suppliers of soft-touch gels in providing the benefits of two leading technologies using thermoplastic elastomers — along with expertise in traditional silicone gels. Our diversified line of standard gels allows you to make cost-effective choices for the performance you need.

The polymer elastomers used in our gels provide good flexibility, slip resistance, shock absorption, vibration resistance, comfort and texture to many applications. Our gels are all non-toxic and non-allergenic and will not support bacterial growth. They can be formulated to specification as clear, translucent and/or colored materials — and can carry additives, such as fragrances and moisturizers.

In addition, we can provide customized variations of all standard GEL SMART gels on request.

## **M-GELS**

### **Pure, Medical-Grade Mineral-Oil Thermoplastic Elastomers**

These mineral oil-based visco-elastic compounds are 100% medical grade, non-allergenic and dermatologist-tested. M-GELS are a cost-effective alternative to most silicone gel applications, including • medical orthopedic products • prosthetic and orthotic products and • wound care. They are highly suitable for use in • cosmetics • skin-hydration delivery systems and • consumer health care products.

## **T-GELS**

### **Versatile Standard Thermoplastic Elastomers**

GEL SMART's T-GELS are oil-based TPE gels available in soft to firm durometers. Unlike our mineral-oil based gels, T-GELS exude virtually no oil on contact with the skin. T-GELS are ideal for use in cushioning and shock-absorption products such as • insoles and • heel cups. They also perform extremely well in uses ranging widely from • medical devices to • personal care appliances to • sporting good products.

## **S-GELS**

### **Pure Medical-Grade Silicone**

Universally recognized and accepted by the medical community, silicone is considered to be the traditional top-of-the-line material for contact with the body. GEL SMART's S-GELS are ideally suited for use in a wide range of medical products, including • orthopedic devices • prosthetic liners • wound and scar management • tubing and • catheters. They are often used as well in cosmetic and other personal care products.





## ABOUT US

GEL SMART is structured to ensure consistently high quality in all aspects of our operation from R&D through delivery of our gel materials and finished products. We provide all the advantages of fully integrated U.S. and Taiwan operations. That means you can count on the efficiencies and economies of Asian production — without the communications headaches often experienced in dealing with Asian suppliers.

GEL SMART is a trusted partner to a wide range of consumer health care and industrial companies. We have a 25-year record of success in supplying compounds and finished products using soft-touch TPE and silicone elastomers. And we are known as a pioneer in developing visco-elastic products using mineral-oil TPEs.

Our capabilities span from gel concepts to packaging your finished products to your requirements. Whatever your needs, we're committed to meeting them — up to and including helping you support your own customers!

GEL SMART is committed to helping our OEM and private-label partners of all sizes be successful in their businesses. We apply the full strength of our human and physical resources to delivering products of highest quality in both materials and construction at a competitive price. We formulate and supply gels that do the exactly the right job, and we design and manufacture finished gel products that perform reliably as needed.

*For more information and gel samples, please contact us or visit our website:*



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