

THE RULON MISSION



In a world dominated by publicly-traded companies whose main focus is improving near-quarterly term results, Rulon International, a faith-based company, is special and unique. Rulon's image is defined by high-end, innovative products that have helped spur tremendous growth and set trends in the industry. But the manner in which Rulon has grown, the new causes that have given the company purpose and the man that has led the company to quickly become an industry leader, is a story that has remained unheard of until now.

The world of architectural product manufacturing can be highly competitive; it can be easy for a successful company like Rulon International to be viewed as obsessive about success, no matter the cost. We do have a passion for excellence in our products and services, and we believe strongly that we offer the very best wood ceiling and acoustical wood wall systems. But take a closer look at our family and you will experience something very unique: Customers and visitors at Rulon's corporate office and manufacturing plant may expect to see a mundane industrial business, but what surprises many people is how visually appealing and pleasant it is walking into the state-of-the-art office and green manufacturing facility. Visitors also experience first-hand the friendly, family-style work environment and the genuine, positive spirit of all the employees. It is this family of dedicated professionals that keep Rulon International moving forward, and the beating heart of the company is a man responsible for creating the whole thing: Wayne Robison, President and CEO.

Rulon International humbly began in the small town of Souderton, Pennsylvania in the 1970s. A younger Robison, a former U.S. Marine and Vietnam veteran, had the right amount of ambition and drive to start a



Rulon's office interior allows employees to work in comfort while displaying real working products for visiting customers. Photo credit Joseph Lapeyra



Rulon's high-end, quality wood ceiling and wall products have allowed architects and designers to flex their creative muscles.

business and provide for his family. It was 1985 when Rulon branched out into the architectural world with the introduction of our flagship product, Linear Open Suspended Wood Ceiling System, which was first installed at the Marriott Marquis Hotel Theatre on Broadway in New York City. This beautiful high-quality wood ceiling system quickly became very popular, and remains so today. It helped set the tone and pave the way for the rapid growth for Rulon. Rulon continued high-end product development with Aluratone acoustical wood ceilings and walls and Curvalon curved and radiused wood ceiling and wall systems. Another key to success was the decision to employ salaried sales team members instead of independent representatives or distributors. The sales team consists of technically trained experts on all Rulon products and are not distracted by multiple lines of competing products.

When asked about the key to success, the answer has always been to uphold Christian principles, integrity, and fairness. Faith is the obvious driving force behind the leadership at Rulon. Although Rulon has experienced consistent growth since its inception, it wasn't until direct action on an important social issue – with these principles in mind – that the company started on a rapid and steady climb toward success.

Typically, as a company grows and expands, it is necessary to invest back into the company through capital expenditures. Sometimes there is an increase in salaries or profit sharing, which can attract and keep good employees. These are all measures that Rulon has taken. But one major difference in Rulon's story has more to do with investing in children and widows, as directed through God's Word.

Perhaps because of his Christian upbringing and his strong faith, Robison has always felt a strong calling to try and make a difference in people's lives, specifically in those of children. In 2000, Robison discovered a number of struggling foundations and organizations whose sole mission was to take in children who had fallen onto unfortunate and sometimes life-threatening circumstances. Robison decided it was time to make a difference through these organizations.

When Rulon was based in Georgia, the company consisted of two separate steel buildings, which were adequate for meeting all of the production and business needs. A commitment was made to financially assist a few institutions that housed disadvantaged youths. Some were victims of abuse, had alcoholic or drug-addicted parents, or were simply abandoned. Our compassion-filled owner felt moved and compelled to act. Ultimately, Robison made the decision to make the financial support permanent. Various company resources were donated, such as wood ceiling products, technicians, and company volunteers.

Wayne Robison noticed that Rulon's business really started to grow the day Rulon began getting directly involved in helping organizations supporting children. Not long after deciding to financially commit to children in need, Rulon found other similar opportunities. The growth was so rapid that Rulon outgrew the two buildings in Brunswick and needed a larger and more efficient manufacturing facility and office.

In 2006, the need to relocate brought Rulon to St. Augustine, Florida, where a unique opportunity presented itself. Rulon made a decision to build a brand new, state-of-the-art green manufacturing facility. A beautiful modern building was designed and built, not just for the comfort of the employees but also to better serve customers. During this time, Rulon dedicated time and effort to exploring improvements in capability, productivity, and sustainability that would have lasting effects on the business.

The new offices would also serve as a "permanent showroom". When visitors walk through Rulon's office, they travel through high-end interiors where a wide range of Rulon products are installed. The showroom has actual working products suspended from the ceiling and product panels are on the showroom floor for close examination. The corporate office ceilings and walls demonstrate how a beautiful interior can be achieved by using Rulon's products.

Part of the relocation process included management traveling to Italy to learn about efficient facility designs. A highly efficient dust collection system was custom made and installed in the new manufacturing plant, which allows



Rulon International was started in the suburbs of Philadelphia in the 1970's and operated from a small building in Souderton, Pennsylvania.



Rulon International's corporate office and green, state-of-the-art manufacturing plant in St. Augustine, Florida.

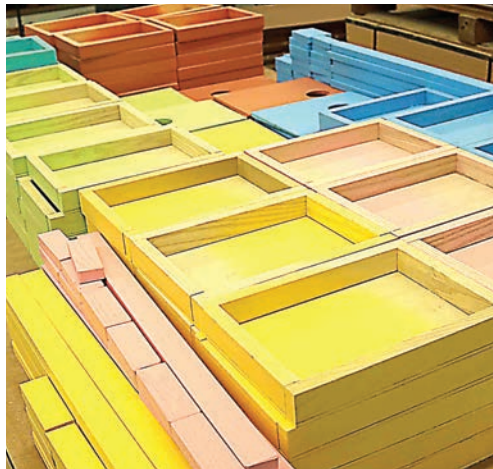
Rulon to be nearly waste-free. The sawdust and scraps generated during manufacturing are collected into special collection trailers and donated to local businesses that use them as biofuel for their operations. High-efficiency and low-energy lighting was also added to allow Rulon to operate with a low carbon footprint. The new corporate office and manufacturing facility allows Rulon to introduce new innovative products of wood ceiling and acoustical wood wall systems. The new building, growth of a dedicated sales team, in-house engineers and staff architects all continue to pave the way for Rulon's success and growth. But one question still remains: Could it make a difference in someone's life?

Not long after relocating to St. Augustine, Rulon became closely involved with a boy's ranch in Palatka, Florida, which houses children with various unfortunate backgrounds and circumstances. A percentage of Rulon's profits are permanently committed to this organization and is a very important part of Rulon's mission. Many employees have become personally involved and

participate in various functions at the ranch. Recently, another Rulon program with the same goal in mind, known as Guitars for Children, has flourished nationwide.

In 2015, Wayne Robison learned of a few individuals making simple two-string guitars out of spare parts and donating them to terminally ill children. Wayne knew his new calling at that moment. Using scraps from the production process, Rulon's employees discovered that they could manufacture simple guitars and have them painted or decorated by clubs, organizations, children, and volunteers. Rulon sends them to children facing and enduring hardships that even the strongest adult would find difficult to endure.

Robison found that the same commitment to resourcefulness and sustainability could be applied to other areas of the Rulon business model, including philanthropy. Something as simple as a handmade two-string guitar, lovingly decorated by one of the many volunteers, can bring happiness into a child's life and brighten their day.



Volunteers, students and organizations from all over the country have become involved creatively decorating Guitars for Children and shipping them to sick children throughout the U.S. and beyond.

As word continues to spread about Rulon's Guitars for Children program, organizations across the country have started to volunteer to decorate the guitars and send them out to hospitals all over the US and also internationally, such as Haiti. Since December of 2015, the number of volunteer groups, clubs and individuals coming forward has increased. Rulon has committed to manufacture 10,000 guitars that will be decorated and distributed to sick children. Since this program started, customers who visit Rulon have become

so moved by the effort, they too have decided to get involved. Stories began pouring in of orphanages in the US taking guitars, decorating them, and forwarding them to other orphanages in Haiti. Businesses have stepped up to participate as well. The Guitars for Children program has truly had an international impact.



Rulon International takes great pride in the quality of our products and services. Our commitment to excellence will not waiver as we challenge readers of this editorial to get involved. Whether you are an architect, designer, contractor, or even a competitor, if you are moved by what you read and want to make a small difference in a child's life with a simple gesture, we ask that you help us in this endeavor. Rulon is continuing to grow and expand the Guitars for Children program and we are always looking for volunteers.

If you or anyone you know would be interested in becoming a partner of the Guitars for Children program, please contact Rulon International: info@rulonco.com or call (904) 584-1400. (www.facebook.com/guitarsforchildren)