

HAVILAND HAPPENINGS

A TALE OF TWO WINNERS, THE DYNAMIC DRAYTON DUO

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Haviland Talks...

Haviland is pleased to announce the elevation of Marty Thomas to National Sales Manager. Marty will oversee sales and marketing efforts with both growers and distributors. He will also continue to represent Haviland in his middle Atlantic territory. Marty has been involved in the nursery container industry for over twenty years in a variety of management and leadership roles. Thomas will be head quartered in his home town of Greensboro, North Carolina. We look forward to Marty's expanded role. Look for him in the field and at the many trade events he will be attending.

Spring sweeps through the South in a glorious explosion of color—the camellias brighten our landscape with shades of red, white, pink, and salmon. The many varieties and colors of roses are aplenty beginning in February. Shortly thereafter, the spring perennials and the beautiful flowering fruit trees bloom for us to enjoy. The entire south eastern region looks like a giant garden in the spring!

In the small town of Bishopville, South Carolina, spring is alive all year long with the breath-taking garden-like atmosphere that is created and maintained year round by the Draytons at their highly successful City Nursery Farm.

Ninety-seven acres of the rural town's total 2.4 miles belong to the Draytons and The City Nursery Farm. Driving by their nursery on Highway 341, toward the town center, sends chills up the spine as you catch your first glimpse of the wholesale container nursery specializing in Daphne, Camellias, Encore® Azaleas and other foundation plants. City Nursery Farm, its home town, and the proud owners are steeped in rich history.

Tom and Graham Drayton

are the present owners of the nursery. But, it was their father, Edward, whose enjoyment with growing, that planted the roots to today's enterprise back in the 1950s. Edward was a barber by trade and had a thriving business in Bishopville. By day to support his family, he cut hair, but in the evenings, he was found in his backyard pruning his plants, which he was growing in coffee cans. He found success with this venture by taking his plants to the barber shop to sell. Soon, the family's backyard was taken over by camellias and azaleas, and thus the beginnings of City Nursery! While Edward continued to groom locals, his wife, Agnes ran a florist shop, operated a retail division, and managed the retail nursery. Their sons, Eddie, Graham, and Tom were "the field workers" in the nursery. Today, Tom reminisces about the early days and sums up the boys growth experience as, "It was hell! We had to weed, tote cans and load plants, and do what-



Edward, Graham, and Tom Drayton

ever we were told to do." Tom, however is very proud of the work ethic that his parents instilled in them. "During the summer months, we worked in the nursery doing whatever we were told to do and there was never any questions about the assignment," says Tom. "I believe it was our upbringing that gave us our work ethic today—that work ethic has a lot to do with our success today," continues Tom. Tom joyfully states, "Our work is never done, the job is never completed and there is always something else to do—we work seven days a week." It is obvious they love it, though and are appreciative of their childhood and youth experiences.

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UNDERSTANDING MOLDING PROCESSES

Last fall, in *The Happenings*, we discussed the utility and different structures of the polymer that we recycle and use to manufacture our fine line of HPP's containers. Polyethylene's durability lends itself to be fashioned into products by three distinct molding methods each utilizing a varied array of equipment and processes. This article in our on-going plastic education series will discuss the differences surrounding

the molding and manufacturing processes.

Injection Molding

This process is the oldest and still the most common forming process. Simply stated, pelletized polyethylene is pressed into molds, which are often times referred to as tooling. These machines range from a few tons in forming pressure to hundreds of tons. The size of these presses is often determined by the size of the part or parts that are being produced. Injection molds are almost always made of a very heavy high grade

stainless steel. These tools are made from billet stock which is a single block of stainless steel. The molds are machined by highly skilled tool makers that literally carve the molds by hand. Injection mold making requires exact precision taking a great deal of time and exacting considerable expense.

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MOLDING PROCESSES CONTINUED

The size of the press or injection mold is not only determined by the finished product size, but also by the number of multiple mold cavities. Precision finished products for the medical and computer industry dictate

there, the sheet of plastic rotates to an oven with exposed elements above and below the sheet of plastic. As the heat is applied, the sheet sags and then is rotated to the forming station above an aluminum tool or mold. At that point, an assist plug



Parison dropping down into open mold before forming

large sophisticated machines. Injection molds are either electro-hydraulic or the newer machines being electric which involve a screw type ram to force the very hot polyethylene into all of the nooks and crannies of the mold. Finished products from this process range from small computer chip housings, shelving, and toys to agricultural harvesting bins often involving hundreds of gallons. In the horticultural industry, injection molded containers are sought for their rigidity and finish. They range from small trays to 15 gallons and they carry a premium price tag over containers made from other processes.

Pressure or Thermoforming

This lower temperature technique found its way into our industry in the mid 1970s. Vacuum forming, which many still may call it, started with large tree and shrub containers ranging from 20 to 200 gallons. By the mid 90s, some manufacturers began making smaller cans ranging from 1 quart to 5 gallons.

The big pots start on a machine that is usually a rotary consisting of four stations. Starting with a large square sheet of plastic, the operators clamp the HDPE into a frame. From

while sealing the top rim. A vacuum is then applied drawing the HDPE into the mold through hundreds of barely visible vacuum holes. The part is then cooled by a liquid circulating on the outside of the mold along with large fans. Returning to the operator, after some cooling, the part is then removed and trimmed. In the tree container's case, the square top is routed to round and the drainage holes are drilled, as a secondary manual process.

With smaller containers, the process is the same but the technique and equipment are slightly differ-

ent. Adapted from the manufacturing of drinking cups, the molding of nursery pots utilizes the more durable HDPE instead of the more rigid and often brittle polystyrene. The molding process is inline instead of rotary. This high speed process involves an extruder that actually makes a continuous sheet of plastic that feeds directly into the thermoforming machine. The molds themselves are multi-cavity with complete automated trimming. The containers made from HDPE are light in weight, but seamless with good durability at a low cost.

Blow Molding

This process is of course, the method of manufacturing used here at Haviland. Somewhat like thermoforming, blow molding begins with an extrusion process. Instead of a sheet of plastic, blow molding begins with an extruded elongated balloon-like "embryo" called a parison. The parison drops down into an open double mold that is hinged. The mold then closes and seals. The parison is inflated by blowing air through the middle, forming the balloon to conform to the mold. This second important step is how the name is derived. Next, the mold is cooled in much the same way that vacuum forming is cooled. At the conclusion of this cycle, the mold then opens and drops what is deemed a "Barrel." The barrel is basically two containers co-joined or "Siamesed" at the lip. The pots are then cut apart at the rim and the "tail" that is along the seam is removed from the bottom of the first top-molded con-



Haviland Squat 5 Blow Molded

tainer. The next step is to manually punch or drill the drainage holes and then the cans are stacked on pallets. With containers, the top of the barrel always has a hole in the center of the bottom. This is the point that the parison is formed at the top of the balloon. Most of the time, a similar hole is drilled in the other half of the molded product to promote drainage and ensure uniformity.

Blow molding is a popular and cost effective process. In nursery cans, the process lends itself to utilizing recycled HDPE. Every year millions of pounds of recycled detergent bottles, milk jugs, oil cans and soda containers that are destined for our landfills are given an important new lease on life at Haviland.

We thank you, our grower allies, in completing the cycle, by growing the green goods that are such a big plus to our environment.



Blowmolding Machine

DRAYTON DUO CONTINUES

CONTINUED FROM 1

"I believe it was our upbringing that gave us our work ethic today—that work ethic has a lot to do with our success."

Tom Drayton

Eddie Drayton earned a Master's Degree in Forestry, while Graham attended Wofford College. Tom attended the University of Georgia. After graduation, Eddie started a career working for Sunoco. The two younger boys both served time in the military. After graduation from Wofford, Graham entered the Army and served in Viet Nam and eventually retired as a Major after serving as a Military Police Officer. Like Graham, after college, Tom joined the US Marine Corps. He, too, spent a year in Viet Nam in a mobile unit just south of Da Nang. But, it was Tom who wanted to return home, to Bishopville. At the conclusion of his military assignment, he

father during the next decade. Tom, now President, and Graham, Vice-President, changed the name to City Nursery Farm, Inc., and again began acquiring additional surrounding property for their venture. They divided the workload with Tom managing all aspects of the growing operation and Graham managing the daily operational functions. This arrangement still works well for the brother partners today.

Shortly after the nursery was purchased by the two boys, Drayton, Sr. passed away. The boys find comfort in the knowledge that he was leaving his hard work, legacy, and love, in great hands. Mrs. Drayton will celebrate her 88th birthday in April. Today the nursery is a streamlined operation responding to changes in the economy, market trends, and agricultural advancements. They believe their success is directly related to their honesty, low overhead, and quality of material.

Longevity with workers is an important element to the nursery. The brothers believe treating workers with respect, dignity, and "family" pays off big time. Obviously, their approach is working. Of the 35 employees at the nursery, one has been with the company over 37 years, five have been with the nursery for over 25 years, another over 15 years, and 15 employees have provided quality service with over 10 years of tenure. Sales are handled by two qualified, knowledgeable, and dedicated City Nursery Farm "family" members—Ashleigh Britton handles inside sales from the Bishopville site, and Buddy Miller promotes sales at a Piedmont location. Tom and Graham believe helping the workers when they need it is an important factor. Tom says, "We are good to our help. We assist them through some personal problems. If a person needs help and is sincere and dependable—we help them. People are trying to climb the mountain, and we like to think of ourselves as the aide station along the way."

The dynamic Drayton team has found time during the decades to support the industry. They are members of the American Nursery and Landscape Association, North and South Carolina Association of Nurserymen, and South Carolina Nursery and Landscape Association. Tom and Graham are Past Presidents of the South Carolina Nursery and Landscape Association. Tom was honored in 1984 as the SCNLA Nurseryman of the Year, and Graham became a SCNLA Fellow in 2005. Just last week the Lee County Chamber of Commerce honored the two men with the Business Persons of the Year Award for 2006. Every year we enjoy their hospitality as they partner-host with other South Carolina nurserymen for the SCNLA's kick off cocktail party in Myrtle Beach at the state's annual trade show.

Tom's son, Wesley, has become part

of the family endeavor. With a degree in Political Science from University of South Carolina, he manages the field crews and the shipping operation. We may just see Wesley follow in his father's footsteps and become Mayor of Bishopville. Dad served his fine town as Mayor for twelve years and also was a councilman for many decades.

The future is bright for the duo and their enterprise. They are planning a new office building complex, warehouse and shipping dock facility with a great employee break room across the street from the present site, and perhaps an addition to the management team with a farm manager, and a production manager.

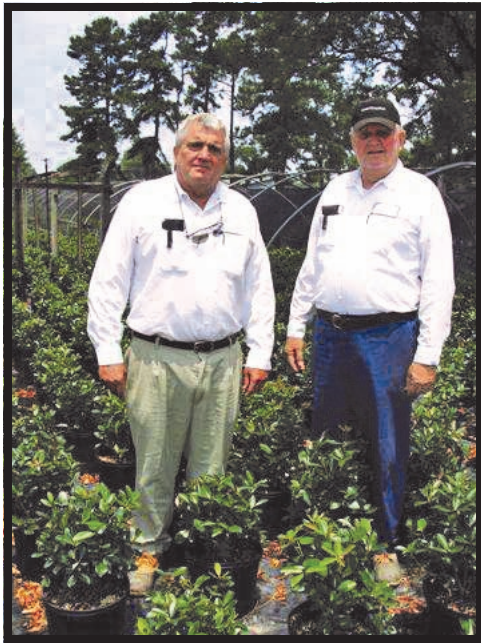
"I believe the next generation of Draytons to carry on the business is in place"

Tom Drayton

They want to continue to increase their plant quality while studying the market for current varieties and offerings that are catching the consumer's eye.

Graham is married to Francis and has two children, Graham, Jr. and Robin who is expecting a child later this month. Tom and his wife, Centry recently built a beautiful new low-country style home near the nursery and enjoy visits from Tom's sons, Scott, who has a degree in Horticultural from Clemson and lives in Easley and of course from Wesley who works in the nursery. Tom is proud that his son, Wesley is learning the business. "I believe the next generation of Draytons to carry on the business is in place. I also see my son, Scott joining us at some point in the future," states Tom.

The key to the city of Bishopville lies with the superior team efforts and end products produced at City Nursery Farm, Inc. City Nursery Farm unlocks the doors to each of the seasons with quality products, friendship to customers and their workers, and honesty to the industry. The drive along Highway 341 tells the story of the hard work, dedication, deep history and beauty they bring to our industry.



Tom and Graham Drayton

returned home and proudly states, "I started to work for Daddy."

During the 1960s their father had continued to acquire property while Mrs. Drayton continued to operate her florist shop which helped to off set the nursery expenses during the winter months. Upon Tom's return home, he accepted a leadership role in the family business. He completely containerized the nursery and continued to grow it in size, now owning eleven acres. After Graham retired from a successful career in the U.S. Army, he too, returned to Bishopville and City Nursery. The two younger boys purchased the nursery from their

Haviland Plastic Products

P.O. Box 38
Haviland, Ohio 45851

Phone: 419-622-4611

www.havilandplastics.com

Engineered for Strength!



Haviland Begins Production of New Squat 3

Haviland is pleased to announce the culmination of our Squat series. The 3-Gallon Squat is the baby brother to our 200S, 100S, 65S, 35S, 20S, 15S, 10S, 7S, and 5S. Sharing design characteristics with its siblings, the 3 Gallon Squat possesses a single, hefty bell rim with two handles. Like other products in our fine line, the new 3-Gallon Squat has been designed and produced from grower demand and input. Please ask your territory manager for samples!



Squat 3

12" top diameter
10" bottom diameter
8" height

PRSR STD
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PERMIT No. 65

Haviland Plastic Products is a family-run company committed to the nursery industry. We work closely with our customers to reduce the cost and time spent in the ordering process. Our customers, know when they place an order, they will hear the same friendly voice. Our commitment to you is our quality product and excellent service!

HOWARD SMITH GROWING WITH OUR INDUSTRY



Howard and his father joined forces in co-inventing the large plastic nursery container in 1975. Howard's father, a Naval Academy graduate, retired and began operating a plastics manufacturing plant in Michigan. Howard, a recent college graduate at that time was enjoying his new teaching/coaching career in Daytona Beach. Howard was teaching economics, political science, psychology and history to high school students. When he wasn't in the classroom, he was coaching tennis. But, during the breaks from the rigorous educational assignments, he and his father made research trips to South Florida studying the nursery market trends, growing cycles, and talking with growers about a new concept in growing. He and his father would "throw" plastic containers over locked fences

and taped a note on the container, saying "Please Try!"

That was Howard Smith's start with the nursery industry. Indeed, it was a grass roots start. Howard and his Dad formed a business and began manufacturing large tree containers—45 gallon and larger for the nurserymen growing large trees. With the sudden death of his father, Howard had to make the difficult decision to leave the education world—one he truly enjoyed. But, he states, "I've enjoyed being a pioneer and growing the industry. I have never looked back." He certainly has found his niche in the industry. Howard, who started in the nursery arena with brown hair, now sports the silver look, but jokes, "I'm just glad that I have some!" Over the years he managed his own company, and eventually merged with a blow molding concern. During the past dozen years, he has worked with two of the largest container manufacturing companies, specializing in national promotion. At one time, Howard covered the southern tier of the country, the Caribbean, and Hawaii. Presently,

he is proud to represent the Haviland line of containers and serves customers on the east coast of Florida, and the states of Georgia, South Carolina, Alabama, and Miss.

Howard is proud of his work and his associations with the industry. He refers to his customers as "friends" and you will find he, and his wife Roben "playing" with them at every opportunity. They attend NASCAR races, golf tournaments, attend weddings, take vacations together or just hang out with a pizza. Howard, an avid photographer can be found photographing events and nature when he isn't peddling his pots. He enjoys learning about people and supporting their interests. "I am blessed to have so many people, I call my friends," says Smith.

Howard is excited about the changes in the industry and the work Haviland is doing for the industry with its Re-Cycling program. You will find Howard at nearly every national and state trade show and conference. He takes great pleasure in supporting the industry, and growing with it.