



**75**  
1949 - 2024

# YEARS OF SOLUTIONS

**75**  
YEARS  
1949 - 2024

*Gleicher...*  
Converting Adhesives & Fasteners for Manufacturing

*We're making great products even better.*



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# Part 1: 1949 (How It All Began)

## From Handbags to Industry Leaders:

### The Rise of Gleicher Manufacturing in 1940s - Newark

**In the early 1940s, amidst the bustling industrial landscape of Newark, New Jersey, the foundation of what would become Gleicher Manufacturing took shape.**

Before Gleicher, its predecessor, the GPS Company, specialized in crafting ladies' fine handbags. Through the leadership of founder Moe Gleicher and his partners, the operations flourished, with a commitment to quality and customer service driving their success.

The company's reputation for meticulous craftsmanship and reliability quickly garnered attention, leading to collaborations with prestigious brands including Elizabeth Arden.

Moe bought out his partners and with the full support of his wife Lillian, formally incorporated as Gleicher Manufacturing Corporation, Inc. in August of 1949. This milestone not only solidified its presence but also reflected Moe Gleicher's vision of expansion and diversification beyond handbags.

During World War II, acknowledging the changing marketplace, the company expanded

its operations to support the war effort. A testament to its adaptability and ingenuity, Moe transitioned the equipment and expertise of the company to diversify and meet the needs of additional industries, for example manufacturing custom spray masks so customers did not have to cut the mask themselves before sandblasting or spray-painting products such as airplanes.

Early clients such as Curtis Wright and Hamilton Standard epitomized Gleicher's role as a trusted partner in industrial applications. This era saw Gleicher Manufacturing evolve from its roots in handbag production into a custom converter, servicing diverse sectors of the economy.





# Part 2: 1950-1959

## Ingenuity and Quality:

### Gleicher Manufacturing's Legacy in the Dynamic 1950s

**Across the industrial landscape of the 1950s, Gleicher Manufacturing emerged as a symbol of quality and reliability, helping advance manufacturing processes of their customers with their unique converting capabilities.**

Built on a legacy of precision craftsmanship established in the prior decade, Gleicher Manufacturing navigated the era's transformative developments with strategic foresight and adaptability.



Gleicher achieved significant milestones and solidified its reputation as a trusted partner in both commercial and military sectors. The company became a Tier 1 supplier to the government, playing a role in supporting national defense efforts. Gleicher's expertise in manufacturing pressure-sensitive stencils became indispensable to military builders, providing efficient solutions for lettering and marking applications.

On the consumer product side, Gleicher started doing more gasketing work. Providing custom die cut gaskets for the inside of bottle caps and other products.

During this time, Gleicher worked with most of the tape manufacturers of the day, including close collaborations with 3M, Permacel, and other supply chain partners

Extensive knowledge of supplier's products became one of Gleicher's core competencies, allowing Gleicher to guide customers to the best product choice for their application.





# Part 3: 1960-1969

## Gleicher Manufacturing in the 1960s:

### Die Cut Services and Solutions Across Many Industries

**In the 1960s, Gleicher Manufacturing underwent a significant evolution that mirrored the era's rapid advancements in manufacturing and materials science.**

The decade began with a physical move of the facility from Newark, NJ to Maplewood, NJ in 1960. Specializing in precision die cutting technologies, Gleicher Manufacturing thrived by adapting to evolving mass production techniques and leveraging new materials.

The company's diverse clientele spanned multiple industries. Gleicher supplied essential components to the automotive sector, particularly masks used in spray painting processes for cars. Lionel hobby trains also relied on Gleicher's expertise, with the company providing crucial masking materials for the intricate painting of the beloved miniature models. In addition, the burgeoning market for small cameras saw Gleicher supplying various parts to brands like Keystone Camera.

Gleicher's influence extended beyond consumer products into crucial military applications. The company played a role in transitioning military vehicle marking from stenciled spray paint to vinyl letters and numbers that Gleicher would cut, significantly improving efficiency and durability for military operations. This shift solidified Gleicher's reputation as a trusted supplier to the US Government and military contractors.



Central to Gleicher Manufacturing's success was Chick Gleicher, Moe and Lillian's son, whose leadership became integral starting in 1963 when he returned to New Jersey after getting his Mechanical Engineering degree from the University of Denver.

His vision helped guide the company's expansion into providing finished parts in bulk rolls, complementing their traditional offerings of discrete die-cut pieces. Under his stewardship, Gleicher not only adapted to technological advancements but also established strategic partnerships, such as becoming a prime supplier of 3M™ Scotchmate™.

During the decade, the Gleicher family itself also grew as Michael and Lisa were born to Chick and wife Maxine. In the years ahead, both children would spend many hours visiting their father and grandparents at the factory, observing the company's growth in both scope and capabilities with Lisa eventually becoming an integral part of the business.

By the end of the 1960s, Gleicher Manufacturing had not only navigated a transformative decade but had also left a lasting impact on manufacturing practices across industries.





## Part 4: 1970-1979

### Gleicher Manufacturing in the 1970s: A Decade of Expansion and Diversification

**The 1970s marked a transformative period for Gleicher Manufacturing, driven by technological advancements and strategic relationships with industry giants like client IBM and supply chain partner 3M and VELCRO®.**

The decade began with a significant opportunity from IBM, where Gleicher supplied adhesive products for their computer chips. This partnership expanded rapidly, encompassing a diverse range of components supplied to multiple IBM plants worldwide.

As the decade progressed, Gleicher's reputation for precision manufacturing and reliability led to continued collaborations. The company's global footprint grew, maintaining strong relationships with 3M and international clients. Gleicher's willingness to fulfill small quantity orders for the military and other clients set them apart in a market often dominated by larger competitors with larger minimum order quantities.

Gleicher continued to expand their collaboration with VELCRO®, further strengthening their working relationship.

What originally began as a joint effort between Gleicher and VELCRO® to fashion a hook-and-loop solution that would stick small balls to a dart board has blossomed into a partnership that has endured for more than forty years.

In 1970, Gleicher expanding its manufacturing capabilities, venturing into label printing with the acquisition of its first rotary press. This move coincided with the relocation to a facility in Scotch Plains, NJ in 1972, a complex endeavor that took three months to complete. The new space accommodated increased production and allowed for the integration of new equipment to meet expanding demands.

Throughout the decade, Gleicher Manufacturing demonstrated a commitment to innovation and adaptability. By embracing new converting technologies and cultivating long-term partnerships, the company continued to navigate industry shifts and solidified its position as a leader in precision converting solutions.





# Part 5: 1980-1989

## Gleicher Manufacturing's Influence and Partnerships in the 1980s

The 1980s witnessed advancements in automation and robotics technology utilized for tasks such as assembly and material handling, improving productivity, and precision.

Also emerging in the various industrial sectors were the principles of lean manufacturing and total quality management (TQM), which revolutionized manufacturing practices globally, emphasizing efficiency, continuous improvement, and waste reduction.

Set against the backdrop of these developments, Gleicher Manufacturing adapted to meet the demands of their customers. Growth was driven by partnerships with diverse clientele. The decade was marked by collaborations with industry leaders like Apple Computer, for whom Gleicher supplied bumpers for keyboards, and Milton Bradley, providing components for their toys and games (yes, Chick's daughter did love the Barbie stuff he brought back from the scratch and dent store when he visited the customer).

During this decade, Gleicher continued to strengthen its partnership with VELCRO® Brand. The two companies worked together to develop solutions for their customers with Velcro Companies becoming a major supplier and a customer for Gleicher.



Gleicher's role extended beyond visible components to critical, behind-the-scenes parts, integral to a product's success. This capability and commitment to quality positioned Gleicher as a trusted partner whose customers would return over and over for solutions that ran the gamut from creative design assistance to assembly solutions.

A cornerstone of Gleicher's success was its close relationship with 3M. Regular visits to 3M facilities in St. Paul, Minnesota, facilitated early access to adhesive and fastening solutions, underscoring Gleicher's commitment to innovation and product development.

3M frequently provided new products to Gleicher to run through the machines and convert to test their performance.

This era of prosperity also saw Gleicher Manufacturing double the amount of square footage to its operations through an addition to the existing building.

It was also the decade in which the company lost its founder Moe Gleicher in 1984. Up until his passing Moe could be seen working on various machines in the factory. Following Moe's passing, Lillian decided to turn her keys over to her daughter-in-law, Maxine Gleicher, who now worked side by side with her husband, Chick.





## Part 6: 1990-1999

### Gleicher Manufacturing in the 1990s:

### Navigating Technological Progress and Growing Opportunities

**Across the economic landscape of the 1990s, Gleicher Manufacturing thrived amidst technological advancements and global opportunities.**

Automation technologies, including robotics and CAM, bolstered production capabilities for many manufacturers, while at Gleicher, rising client demands were met with the additions of vibration-dampening solutions, increased rotary capacity, and expanded services. Further bolstering its reputation for quality, the company was awarded ISO 9002:1994 certification, and added class 100 cleanroom manufacturing as well as class 100 packaging.

In 1991, the Desert Storm Mid-East conflict saw Gleicher's relationships with the military expand as the supplier of a protective liner that would extend the life of helicopter blades.

Doug Sanderson, Lisa's college boyfriend who was already an "unofficial" part of the family, joined the company in 1992 after college graduation. In 1995, Doug became an "official" member of the Gleicher family when he and Lisa were married. An integral part of the company's

growth, he would ascend to the role of President through his dedication and leadership. His tenure exemplifies Gleicher's ongoing commitment to workforce development and operational excellence.

As the decade progressed, Gleicher expanded its global presence, shipping products worldwide and diversifying its customer base. These strategic moves solidified Gleicher's reputation for delivering high-quality, innovative solutions across diverse industries.

Gleicher Manufacturing's journey throughout the 1990s reaffirmed its commitment to customers and problem-solving capabilities, setting the stage for continued success and expansion in the century to come.

In 1998, during the preliminary stages of the "www explosion," the company launched Gleicher.com, reaffirming its leadership as an innovator on the converting landscape.



# Part 7: 2000-2009

## Leading Through Innovation: Gleicher Manufacturing in the 2000s

**At the dawn of the millennium, Gleicher Manufacturing made significant strides by integrating cutting-edge technology into its production processes.**

The introduction of the first laser in 2000 revolutionized their converting capabilities for fastening and adhesive solutions. This milestone not only expanded their product customization capabilities but also enhanced their ability to prototype. Gleicher was able to meet the diverse needs of customers in industries ranging from aerospace, electronics, the life sciences, transportation, packaging, the military, and many others. Since then, three more lasers have been added to the production floor to further increase the capacity and range of offerings.

One of Gleicher's most notable accomplishments of the decade was its contribution to the NASA SM3B mission to correct oscillating solar arrays on the Hubble telescope. In March of 2003, Gleicher-converted parts were used in the repairs conducted by astronauts to eliminate the excessive flexing of the solar panels caused by the extreme heating and cooling that occurs in space. Once completed, the Fine Guidance Sensors of the Hubble experienced minimal jitters, enabling them to lock on to their target during celestial observations.



Gleicher introduced an e-commerce platform, I-Tapestore.com in the early 2000s. Aligning with their commitment to service with a customer-centric approach, this online store caters to diverse needs of customers who are looking for smaller quantities.

Lisa (Gleicher) Sanderson has been around the business her entire life, from listening to her parents' discussions at her childhood dining table to being a sounding board for Doug at their family table. Gleicher Manufacturing has always been a topic of conversation. In the early 2000's Lisa officially joined the team, enriching the company with fresh perspectives and expertise.

As the company grew so did the family. Lisa and Doug welcomed two daughters in the early 2000's. Doug remembers the date of specific projects according to the milestones of his daughters. For example, on March 26, 2002, in advance of taking Lisa to the hospital for the birth of their second child, a quick stop at the factory was made to make certain the running of the new part was going smoothly. It was a die-cut adhesive in a custom shape that affixed a medallion to the bottle of a new perfume being introduced. The parts were sent to the Far East, applied to the medallion, then shipped to France where the bottles would be filled, and the medallion finally attached. An unqualified success, then and now, we're still making these parts twenty-two years later. *(continued on next page)*





## Part 7: 2000-2009 (continued)

### Advancing Through Innovation: Gleicher Manufacturing in the 2000s

Throughout the decade, customer demands continued to evolve, prompting Gleicher to innovate further and add equipment such as an additional punch press. The evolution of materials, advancements in equipment, and the implementation of robotics and lean manufacturing principles enabled Gleicher to offer unparalleled customization in adhesive and fastening solutions. From intricate shapes to varying production scales, Gleicher met diverse client needs with agility and precision.

The 2000s were marked by innovation, resilience, and further growth. By embracing technology, fostering a globally connected approach, and championing sustainability, Gleicher not only navigated challenges but also emerged as a leader in customizable manufacturing solutions, poised for continued success in the decades ahead. This was the decade where Gleicher became an invaluable partner to a high-end consumer electronics company that relied on Gleicher for dozens of solutions and parts to help with product development and production. Ever the problem solver, Doug would go to the corporate cafeterias of clients and design engineers would line up to talk with him about their projects.

The Great Recession of 2008-2009 posed considerable challenges to US manufacturing, yet Gleicher Manufacturing persisted, leveraging its commitment to innovation and efficiency.





# Part 8: 2010-2019

## Evolution and Growth: Gleicher Manufacturing in the 2010s

**Throughout the 2010s, Gleicher Manufacturing solidified its position as a leader in the industrial sector, navigating a decade marked by technological leaps and global expansion..**

Partnering with major consumer electronics giants early in the decade propelled Gleicher into new areas of capability and service. These strategic collaborations not only expanded the client base but also underscored their pivotal role in the global supply chain, cementing their reputation as a trusted partner.

Underpinning this growth was Lisa Sanderson, who after a decade of contributing to Gleicher in various capacities, assumed a full-time role in 2018. Her leadership and expertise further bolstered Gleicher's organizational prowess and operational efficiency, ensuring alignment with evolving client demands.

Technological innovation was at the forefront of Gleicher's advancements. The introduction of ultrathin, super-strong tapes early in the decade exemplified their commitment to cutting-edge solutions, particularly in the life sciences, where precision and performance are paramount. Additionally, the Rapid Product Prototyping

Program, launched the same year, streamlines innovation processes, reducing time to market, and enhancing product success rates.

The expansion of laser processing systems throughout the decade also highlighted Gleicher's commitment to versatility and precision. These systems not only replaced traditional methods but also enabled intricate cutting, scoring, and perforation with unparalleled speed and flexibility. Gleicher also added a rotary press which incorporated all-digital technology.

As the decade ended with the vanguard of additive manufacturing and cloud computing applications making economic inroads, the company extended its prowess in fastening and adhesive solutions.

With an eye toward the future, Gleicher Manufacturing continued to innovate, adapt, and lead in a rapidly evolving global marketplace.







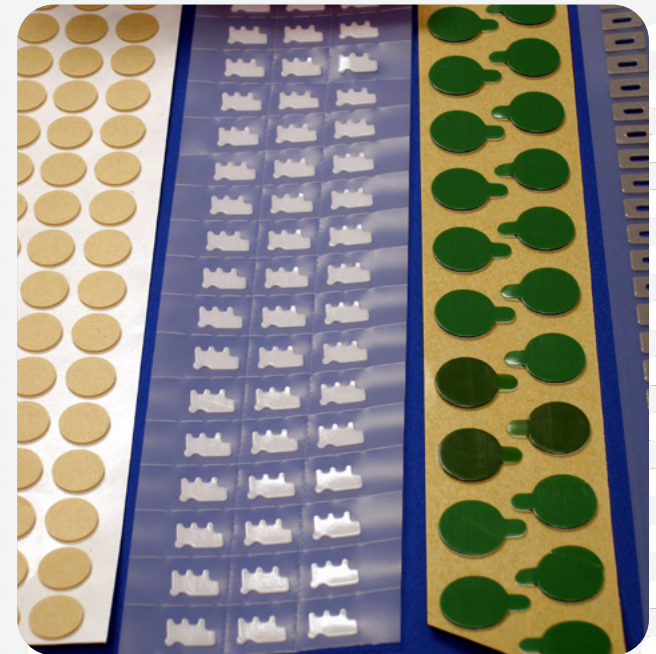
# Part 9: 2020-Present

## Gleicher Manufacturing: A Data-Driven Approach and Eco-Friendly Solutions

In the burgeoning period spanning 2020 to 2023, Gleicher Manufacturing has exemplified resilience, innovation, and a commitment to sustainability in the commercial adhesives and fastening sectors.

Amidst advancements in technology and manufacturing practices, Gleicher embraced advanced industry principles, ushering in leaner and more agile processes through automation and data-driven insights. This transformative approach not only optimized production efficiencies but also enhanced customization capabilities, aligning perfectly with evolving customer demands. Those demands led to the addition of a four-head spooler on the factory floor.

As Gleicher approached its 75th anniversary, the company unveiled a refreshed identity, symbolized by three blue dots added to its legacy wordmark. Each dot signifies the core values that define “The Gleicher Approach”: expertise garnered over seven decades of industry leadership, unparalleled service marked by proactive support, and unwavering commitment to quality in adhesive and fastening solutions.





# Part 10: 2024 > A Look Ahead

## Celebrating 75 Years of Excellence: Gleicher Manufacturing Looks to the Future

As Gleicher Manufacturing commemorates its 75th anniversary in 2024, the company reflects on its rich history of innovation while setting ambitious goals for the future amidst a rapidly evolving manufacturing landscape.

As the industry prepares for the years ahead, Gleicher stands poised to embrace new challenges and opportunities.

The COVID-19 pandemic underscored the importance of resilience in global supply chains. Gleicher is proactively enhancing its capabilities, focusing on localized production, and leveraging digital supply chain technologies to ensure reliability and flexibility for its clients worldwide.



Looking forward, Gleicher anticipates significant advancements in adhesive technology. Innovations such as self-healing adhesives and those with enhanced sensing and thermal management properties are set to redefine performance standards across various industries, from aerospace to healthcare. In response to the growing demand for customization and rapid prototyping, Gleicher will be offering more tailored solutions that meet specific customer requirements.

Advances in material science continue to drive Gleicher's product development. The company is committed to utilizing and converting adhesives and fasteners that not only surpass durability and strength expectations but also withstand environmental challenges, ensuring reliability in extreme conditions.

With an enduring commitment to sustainability and the circular economy, Gleicher aims to reduce environmental impact while delivering innovative solutions that meet the needs of today and anticipate the demands of tomorrow.





## An Open Letter from Doug Sanderson, President, Gleicher Manufacturing

As we celebrate Gleicher Manufacturing's 75th anniversary and look forward to the future, I want to extend my heartfelt gratitude to each of you for your unwavering support and commitment to our shared success.

Since our founding in 1949, Gleicher has upheld a steadfast dedication to expertise, service excellence, and uncompromising quality. These principles have guided us through decades of innovation, enabling us to establish a legacy built on trust and reliability in the adhesive and fastener solutions industry.

As we embark on our next chapter, I am proud to reaffirm our commitment to these foundational values. We remain resolute in our pursuit of excellence, continuously striving to exceed customer expectations and set new benchmarks in product performance and service delivery.

The landscape of manufacturing is evolving rapidly, driven by technological advancements, and changing customer demands. At Gleicher, we are committed to adapting swiftly and effectively, ensuring that we meet the ever-changing needs of our clients and deliver solutions that drive their success.

I am also grateful for the many relationships that exist with our material suppliers, supply chain partners, and end customers. Your collaboration and support are integral to our ability to innovate and deliver high-quality products that have influence in industries worldwide.

As we look to the future, I am filled with optimism and enthusiasm for the journey ahead. With your continued support and partnership, I am confident that Gleicher Manufacturing will continue to lead with integrity, excellence, and a relentless pursuit of customer satisfaction.

*Thank you once again for your trust and commitment.*



**Doug Sanderson,**  
President, Gleicher Manufacturing



# THE RIGHT SERVICES

**75** YEARS  
1949 - 2024  
*Gleicher...*  
Converting Adhesives & Fasteners for Manufacturing  
We're making great products even better.

End-to-end capabilities and solutions have made Gleicher *The Right Choice* for 75 years.



## CONSULTATION

Gleicher adhesive bonding specialists listen to you first and then ask all the right questions.



## DESIGN

Our knowledgeable specialists have unparalleled experience in solving design problems across industry lines.



## MATERIAL

There are thousands of tapes, adhesives, films, foams, and re-closable fastening systems on the market that we can modify or die cut.



## CONVERTING

Custom-designed Punch, Rotary, and Laser machines allow us to produce parts specific to customers' unique needs.



## LOGISTICS

Getting it right is the first step. Getting it Where you want it, when you want it, and how you want it, completes the picture.