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MILTON FRATER, marketing vice president of the G. B. Lewis Company, and his wife, Mary, attended the 47th annual International Trade Fair in Milan, Italy. The local company was one of three Wisconsin firms to be invited

to place a booth at the fair. The Fraters are shown at the left with their interpreter, Francisco Revelto, an American Field Service student studying medicine in Milan, and an Italian businessman. Another picture appears on page 2.

Milton Fraters Attend International Trade Fair in Milan, Italy

Lewis Company Booth Attracts Much Attention

Thanks to the G. B. Lewis Company, this city is becoming an international market place. This spring the 106-year-old firm was invited by the U. S. Department of Commerce to display its wares at the 47th annual International Trade Fair at Milan, Italy. It was one of three Wisconsin firms to be invited.

"We were certainly honored to be asked to participate," said Milton Frater, marketing vice

president for the company. "There were only 25 other U.S. firms represented."

A leader in the rapidly growing field of plastics, the Lewis company specializes in materials handling products for industry. Founded in 1863, when Watertown was a small agricultural community, Lewis originally made wooden cheese boxes.

Today, Lewis is still in the container business, but the containers are now made from stronger-than-steel reinforced polyester fiberglass. The company's patented "Stack-n-Nest" (R) trays and hopper boxes and the "Plastibox" (R)

assembly-storage bins are used in a wide application in industries. It was Lewis' leadership in the field that brought the invitation to the trade fair.

"In our product line," said Frater, "we are about a year ahead of anyone else in the United States and three years ahead of any European competitor. Until the trade fair, however, we had no licensed manufacturing facilities overseas. Naturally, we jumped at the opportunity to seek foreign licensees."

Both Impressed

Milton and his wife, Mary,
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MR. AND MRS. MILTON FRATER recently returned from the International Trade Fair at Milan, Italy. The local firm was one of three from Wisconsin invited to set up an

exhibit at the fair. Frater, marketing vice president for the Lewis company, is shown holding one of the reinforced polyester fiberglass containers made by the firm.

Fraters—

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were the official representatives for the company at Milan. Both were impressed by their experience.

"The State and Commerce Departments did a marvelous job preparing things for us," Frater said. "They arranged for an interpreter and checked credit references for us. The only thing they didn't prepare us for was the size of the exposition. It was immense. I guess that is what impressed me the most.

"Our booth was in a building that was four times the size of Chicago's McCormick Place. There were four floors and you could have had three soccer games going on simultaneously on each one. And that was only one building. To give you some idea of the fairgrounds itself, we had a jogger in our group, a fellow who liked to get up

the fashion world. "Italy is not a wealthy country and I was surprised to find the women so well dressed. Even working girls were chic," she said.

Would Not Drive

"We don't all our traveling by public transportation," Frater said. "I wouldn't drive in Italian traffic on a bet. All they have is horns and brakes."

When they returned to Watertown, they brought back a lot more than souvenirs and good will. As a direct result of the Trade Fair, the Lewis Company is negotiating with a number of licensees and agents from many different countries.

"We had our markets in Canada and many South American countries before the fair," Frater stated. "Now it looks as though we will have licensees who can manufacture our products in Italy, Switzerland, Belgium and Spain. We also acquired new sales representation in Israel, Austria