

**DOW** +27.94  
16,016.02  
**NASDAQ** -11.47  
4,476.95  
**S&P** +1  
1,881.33

# MONEY

## NEWTOWN TOWNSHIP

# NuShield fills niche with screen protectors

By **CRISSA SHOEMAKER DEBREE**  
STAFF WRITER

While technological advances may have made tablets cheaper and easier to use, for LC Technologies, there was a big problem.

The highly reflective screens on modern tablets, cellphones and other devices meant that the company's Eye Gaze program, technology that assists disabled users by tracking their eye movements, was ineffective.

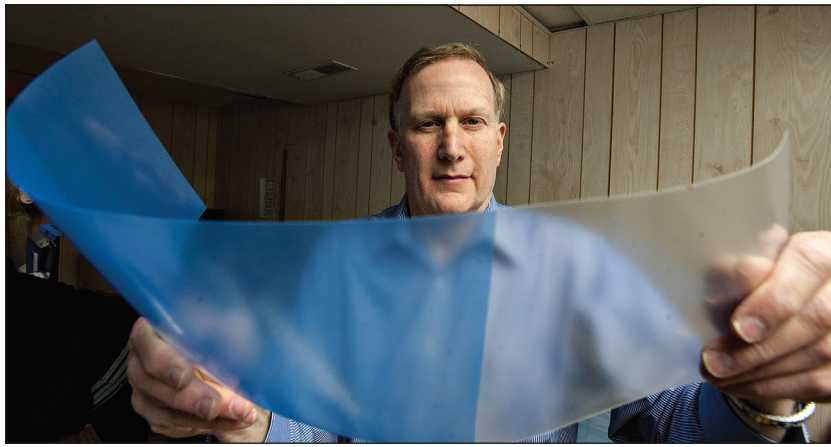
"The slightest reflection makes it really, really difficult," said Nancy Cleveland, medical director for the Virginia company. "We started to search for options to put on the screen that would take care of that."

The company's search led it to NuShield, a Newtown Township company that, for nearly two decades, has been developing screen protectors for everyone from the U.S. military to health care facilities across the country.

Every Eye Gaze device now comes with NuShield's Triple-A film, an anti-glare, anti-microbial and anti-fingerprint screen protector that cuts down on reflections and, as an added bonus, fights germs that could put medically fragile clients at risk, Cleveland said.

"The customers don't know the difference," Cleveland said. "It's just sitting there behind the scenes. In general, people are totally unaware of (the screen protector's) existence, but it's a key part of the system."

NuShield founder Mark Ross



Mark Ross holds a piece of a screen protector at his Newtown Township facility Jan. 12. The surface of phones and other screens can be germ-ridden, which can cause problems in places such as hospitals. NuShield is working to change that.

RICK KINTZEL / PHOTOJOURNALIST

didn't set out to create a business designing and selling screen protectors.

Long before smartphones and tablets were part of everyday life, Ross recognized the importance of protecting devices that cost hundreds, or even thousands, of dollars when he purchased an Apple Newton for his son, who had been diagnosed with type 1 diabetes and needed a program to help keep track of his food and insulin needs.

The Newton — a brick-sized personal digital assistant discontinued in 1998 — was the only device Ross could find that had such a program. When he sought out a screen protector for his \$600 investment, he was dismayed to find they were flimsy and didn't hold up to frequent use.

Ross realized the screen protector business was, at its core, a coated film business — something he knew well as a polymer and organic chemist.

"It's perfect for me," he said. "When I first started, I said, 'This is absolutely up my alley.'"

NuShield's original product, a heavy-duty, anti-glare film, was developed primarily to protect fragile screens. As screens have gotten more durable, the company has branched into other areas with its Triple A film

and well as its DayVue product, an anti-reflective film that improves visibility even in bright light.

Screen protectors are a highly competitive industry, Ross said. To stand out, NuShield concentrates on a higher end market that goes beyond cellphones to include screens as large as 70 inches.

"This business is a mile wide and an inch deep," Ross said. "It's a niche everywhere it is, but anyplace that has an electronic display screen, that's where our films will be useful."

NuShield's films cover everything from the 70-inch display screens hanging in North Carolina's legislative building to aircraft GPS screens.

Larger orders are fulfilled at a facility in Millville, New Jersey, but most screens are made, either by hand or laser-cutting machine, at NuShield's Newtown Township headquarters.

The company continues to grow, and is closing in on \$1 million in sales, said Ross, who continually searches for new markets and products.

"We let the marketplace tell us what it wanted to do," he said. "It's continued to evolve."

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## MONEY BRIEFS

### Horsham company sponsoring Olympic hopefuls

The Penn Mutual Life Insurance Co. is expanding its support of rugby by sponsoring two athletes training for this year's Summer Olympics in Brazil.

Kristen Thomas, a Philadelphia native who made her World Rugby Women's Sevens Series debut last winter, and Madison Hughes, captain of the U.S. Men's Rugby Sevens team, will join the firm as brand ambassadors while they train for the Olympics.

Last year, Penn Mutual signed on as a sponsor of the Penn Mutual Collegiate Rugby Championship, The Penn Mutual Varsity Cup and the National Small Collegiate Rugby Association, a move intended to expand awareness of the 168-year-old financial services firm among a younger crowd.

"We're thrilled to welcome Madison and Kristen into the Penn Mutual family," chairwoman and CEO Eileen McDonnell said in a statement. "We're excited to begin working with them and proud to support them on their journey to Rio."

### Colorcon acquires sugar business

Colorcon Inc., a Harleysville-based manufacturer of specialty films and other items, has acquired a specialty sugar-based ingredient business from Paulaur Corp.

The acquisition, Colorcon said, complements its existing Suglets product line. Made of sucrose and starch, the sugar spheres are used as an ingredient for extended-release medications.

Terms of the deal were not disclosed. The acquisition is only for Paulaur's products sold to the global pharmaceutical and nutritional industries. The Cranbury, New Jersey, company said it's shifting its focus to its food and confectionery business.

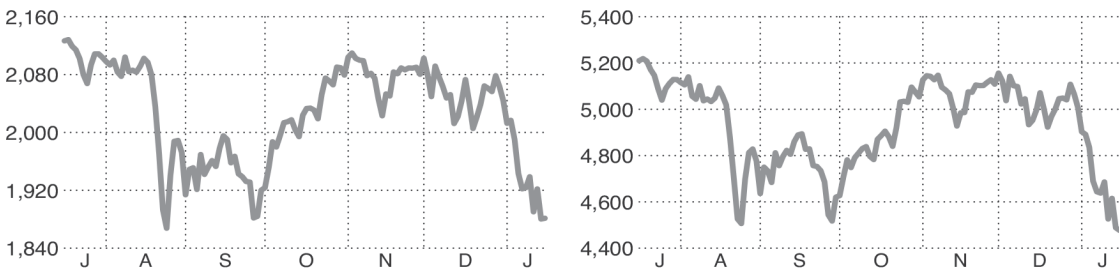
### Bioclinica expands services for clinical trials

Bioclinica Inc., a Doylestown Township-based specialty clinical trials services and technology provider, has acquired a North Carolina company that helps manage clinical trial finances.

Clinverse Inc. provides products that handle payments, budgets, tax needs and other financial aspects of clinical trials.

Clinverse will become part of Bioclinica's eHealth Solutions business segment. Financial details of the transaction were not disclosed.

"We are delighted to add Clinverse's capabilities to Bioclinica's portfolio of solutions," Bioclinica President and CEO John Hubbard said in a statement. "The company is making a significant impact in reducing costly errors, improving satisfaction and increasing operational efficiencies to mitigate this major pain point in drug development."



### StocksRecap

	NYSE	NASD	DOW	HIGH	LOW	CLOSE	CHG.	%CHG.	WK	MO	QTR	YTD
Vol. (in mil.)	4,718	2,281	6770.87	16171.96	15900.25	16016.02	+27.94	+0.17%	▼	▼	▼	-8.09%
Pvs. Volume	5,325	2,701	6593.00	6770.87	6593.00	6657.20	-31.86	-0.48%	▼	▼	▼	-11.34%
Advanced	1025	985	593.38	593.38	583.56	591.87	+9.08	+1.56%	▲	▲	▲	+2.43%
Declined	2105	1886	9406.35	9406.35	9226.82	9301.75	+2.13	+0.02%	▲	▲	▲	-8.30%
New Highs	11	6	4550.57	4550.57	4430.77	4476.95	-11.47	-0.26%	▼	▼	▼	-10.59%
New Lows	701	469	1901.43	1901.43	1864.60	1881.33	+1.00	+0.05%	▼	▼	▼	-7.96%
			1281.00	1281.00	1253.77	1263.14	-6.69	-0.53%	▼	▼	▼	-9.68%
			19541.28	19541.28	19115.19	19286.30	-48.93	-0.25%	▼	▼	▼	-8.89%
			1017.83	1017.83	985.21	994.87	-12.86	-1.28%	▼	▼	▼	-12.41%

### Interestrates



The yield on the 10-year Treasury note rose to 2.06 percent Tuesday. Yields affect rates on mortgages and other consumer loans.

TREASURIES	YEST	PVS	NET CHG	WK	MO	QTR	1YR
3-month T-bill	.24	0.23	+0.01	▲	▲	▲	.01
6-month T-bill	.37	0.35	+0.02	▼	▼	▼	.06
52-wk T-bill	.46	0.46	...	▼	▼	▼	.15
2-year T-note	.87	0.85	+0.02	▼	▼	▲	.49
5-year T-note	1.49	1.46	+0.03	▼	▼	▲	1.30
10-year T-note	2.06	2.04	+0.02	▼	▼	▼	1.84
30-year T-bond	2.83	2.82	+0.01	▼	▼	▼	2.45

BONDS	YEST	PVS	NET CHG	WK	MO	QTR	1YR
Barclays LongT-Bdldx	2.61	2.61	...	▼	▼	▼	2.28
Bond Buyer Muni Idx	4.21	4.21	...	▲	▲	▲	4.12
Barclays USAggregate	2.42	2.47	-0.05	▼	▼	▲	1.98
Barclays US High Yield	9.49	9.22	+0.27	▲	▲	▲	6.59
Moody's AAA Corp Idx	3.99	3.96	+0.03	▲	▲	▲	3.44
Barclays CompT-Bdldx	1.48	1.47	+0.01	▼	▼	▲	1.53
Barclays US Corp	3.59	3.62	-0.03	▼	▼	▲	2.85

	PRIME RATE	FED FUNDS
YEST	3.50	.38
6 MO AGO	3.25	.13
1 YR AGO	3.25	.13

### Commodities

The price of crude oil fell more than 3 percent, the fourth time it's had that steep a decline in the last five days. Gold dipped, while silver and copper rose.

FUELS	CLOSE	PVS.	%CH.	%YTD
Crude Oil (bbl)	28.46	29.42	-3.26	-23.2
Ethanol (gal)	1.35	1.35	-0.44	-3.4
Heating Oil (gal)	0.91	0.93	-2.74	-17.4
Natural Gas (mm btu)	2.09	2.10	-0.43	-10.5
Unleaded Gas (gal)	1.03	1.02	+0.49	-19.0

METALS	CLOSE	PVS.	%CH.	%YTD
Gold (oz)	1089.90	1091.50	-0.15	+2.8
Silver (oz)	14.11	13.88	+1.63	+2.4
Platinum (oz)	828.70	825.70	+0.36	-7.1
Copper (lb)	1.97	1.94	+1.75	-7.2
Palladium (oz)	496.80	486.95	+2.02	-11.4

AGRICULTURE	CLOSE	PVS.	%CH.	%YTD
Cattle (lb)	1.29	1.28	+1.37	-4.8
Coffee (lb)	1.16	1.15	+0.65	-8.7
Corn (bu)	3.68	3.63	+1.24	+2.5
Cotton (lb)	0.62	0.61	+1.73	-1.3
Lumber (1,000 bd ft)	248.40	257.70	+1.01	-3.6
Orange Juice (lb)	1.25	1.27	-1.69	-10.7
Soybeans (bu)	8.84	8.79	+0.51	+1.4
Wheat (bu)	4.75	4.74	+0.16	+1.0

### Company Spotlight

# Tiffany shares lose luster

Tiffany fell Tuesday after the high-end jewelry retailer said its sales suffered this holiday season.

The company reported a 9 percent drop in global same-store sales, a key industry measure that reflects sales at stores open at least a year. Every region experienced a decline, except for Japan.

Shares fell 5 percent and hit a 52-week trading low during the day.



"We believe overall sales results were negatively affected by restrained consumer spending tied to challenging and uncertain global economic conditions," CEO Frederic Cumenal said in a statement.

Looking ahead, Tiffany expects full-year profit for 2015 to decline by 10 percent, closer to its worst-case outlook for the year. It expects minimal growth in 2016.

Tiffany (TIF)	Tuesday's close: \$64.22	Total return	1-yr	3-yr*	5-yr*
52-WEEK RANGE	\$63 - \$96	TIF	-26.0%	1.9	3.8
	Price-earnings ratio: 17 (Based on past 12-month results)	Div. yield: 2.5%		Dividend: \$1.60	

### LocalStocks

COMPANY	TKR	52-WK RANGE	LAST	CHG	%CHG	WK	MO	QTR	YTD	1YR	VOL	PE	DIV
AG Mortgage Inv Trst	MITT	11.10 - 19.61	11.22	-0.38	-3.3%	▼	▼	▼	-12.6	-24.7	450	14	1.90m
Aqua America Inc	WTR	24.40 - 31.09	29.31	+0.32	+1.1%	▲	▲	▲	-1.6	+11.1	718	22	0.71
Armour Residential	ARR	18.70 - 28.00	18.29	-0.91	-4.7%	▼	▼	▼	-15.9	-16.3	1167	dd	3.96
Bco Santander SA	SAN	4.27 - 7.79	4.21	-0.09	-2.1%	▼	▼	▼	-13.6	-34.2	5508		0.35e
Brist Myr Sqb	BMY	51.82 - 70.87	63.21	+0.43	+0.7%	▲	▲	▲	-8.1	+4.3	8114	61	1.52f
Comcast Corp A	CMCSA	50.00 - 64.99	54.25	+0.36	+0.7%	▲	▲	▲	-3.4	-2.0	11596	17	1.00
Discovery Labs	DSCO	0.17 - 1.82	.18	-0.01	-2.7%	▼	▼	▼	-15.9	-85.8	232	dd	...
Dow Chemical	DOW	35.11 - 57.10	42.07	-0.89	-2.1%	▼	▼	▼	-18.3	+3.2	9351	11	1.84f
Exelon Corp	EXC	25.09 - 38.25	27.64	+0.18	+0.7%	▲	▲	▲	-0.5	-23.0	8627	12	1.21
First Niagara FncI	FNFG	7.59 - 11.22	9.67	-1.11	-1.1%	▼	▼	▼	-10.9	+32.4	4243	16	0.32
Fox Chase Bancorp	FXCB	16.05 - 20.78	19.20	...	...	▼	▼	▼	-5.4	+21.7	60	22	0.56a
Gen Electric	GE	19.37 - 31.49	28.49	...	...	▼	▼	▼	-8.5	+24.7	50304	dd	0.92
Johnson & Johnson	JNJ	81.79 - 105.49	97.50	+0.50	+0.5%	▲	▲	▲	-5.1	-2.5	11930	18	3.00
Kulicke & Soffa	KLIC	8.80 - 16.54	10.10	+0.13	+1.3%	▲	▲	▲	-13.5	-29.0	763	15	...
Marathon Oil	MRO	7.71 - 31.53	7.68	-0.46	-5.7%	▼	▼	▼	-39.0	-65.4	29425	64	0.20m

Dividend Footnotes: a - Extra dividends were paid, but are not included. b - Annual rate plus stock. c - Liquidating dividend. e - Amount declared or paid in last 12 months. f - Current annual rate, which was increased by most recent dividend announcement. i - Sum of dividends paid after stock split, no regular rate. j - Sum of dividends paid this year. Most recent dividend was omitted or deferred. k - Declared or paid this year, a cumulative issue with dividends in arrears. m - Current annual rate, which was decreased by most recent dividend announcement. p - Initial dividend, annual rate not known, yield not shown. r - Declared or paid in preceding 12 months plus stock dividend. t - Paid in stock, approximate cash value on ex-distribution date. PE Footnotes: q - Stock is a closed-end fund - no P/E ratio shown. cc - P/E exceeds 99. dd - Loss in last 12 months.