

A Bulletproof Reason to Celebrate

DuPont marking 50th anniversary of life-saving Kevlar vests next year

Golden Birthday. DuPont will celebrate the 50th anniversary of Kevlar next year. And Kevlar today is very different than earlier Kevlar. The original vests were too heavy and inflexible and the ones they're wearing today are much lighter weight and comfortable, say executives. And they are selling very well. "So, I'm not sure if violence is a growth industry. I do know that protection is a growth industry based on all the trends in the world, unfortunately or not, and I am just very proud that our company is offering [protection]," says DuPont's Ellen Kullman.

Going Up? The new NASCAR stadium Daytona Rising will feature 40 escalators, which tops the nation in the number of stadium escalators. "Vertical transportation is a key ingredient in this massive project and the escalators will help guests easily navigate the new venues, so they



Larissa Faw
The Business Roundup

can enjoy all the new amenities," says International Speedway's John Saunders.

Brewskis. Packaging is roughly 50 percent at cost of beer sales, primarily because of glass. Beer maker Constellation Brands, owner of Corona and Modelo Especial, currently buys 40 percent of its goods from Budweiser parent company InBev. Soon, Constellation will

have their own operations, including a new brewhouse, packaging area and warehouse.

Co-Branded Books. Barnes & Noble is partnering with Samsung to create customized tablets that combine Samsung's tablet technology with NOOK's reading experience. Now, Samsung will handle the hardware, B&N will focus on content. The book chain also plans to launch its new bn.com e-commerce website this summer, which will enhance search and accuracy and provide better shipping options, including shipping to homes or letting shoppers pick them up in stores.

Crop Hedges. Corn prices have declined roughly 30 percent as compared to a year ago and the current forecast for 2014 U.S. net farm income - while higher than the 10-year average - is 27 percent below 2013. "Let's say that the largest decreases we saw

were really in the Midwest corn belt region, including the great plains," says Lindsay's Rick Parod. "This was the same region that was really most affected by the drought last year, which fueled record irrigation equipment demand in the past."

Bright Beans. This is the year of the soybean. This is Monsanto's biggest second year step up in soybeans, three to four times the reach of this year's launch and twice the level that the seed company saw with the ramp up of Roundup Ready-to-Yield in its second year. The majority of this next year's expected step up will be in Brazil, but it will also begin commercial launch across Argentina, Paraguay and Uruguay, totaling a 100 million acre opportunity.

Crystal Clear Profits. The glass business had its largest increase in backlog since pre-re-

cession, reports Apogee Enterprises. The office sector was 50 percent to 55 percent of its backlog, institutional sector was approximately 25 percent of the backlog, with healthcare projects still a majority of this portion. Multifamily residential, including high end condos and apartments was 10 percent to 15 percent of the backlog, and hotel and entertainment transportation was approximately 5 percent to 10 percent of the backlog.

Binge watching of TV shows is defined as watching more than three episodes in a day. Viewers are most likely to binge watch: Breaking Bad, House of Cards, and Game of Thrones.

Larissa Faw covers business trends for Forbes, The Motley Fool and other outlets. Contact her at larissafaw@gmail.com.

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