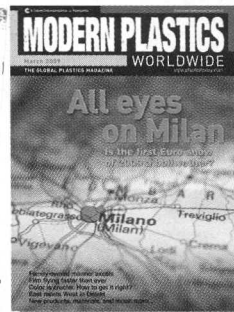


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### 36 Cover Story: Plast '09

The industry gathers in the heart of one of plastics' engineering's crown jewels for the triennial Plast show in Milan. This year, it's the first European show since the economic downturn.

### 16 Processing Trends

Family-owned männer has the ability to think long-term, no small thing in tough times. On the extrusion front, the film is flying ever faster. Which is good, right? Yes, but it takes real quality control to maintain standards.

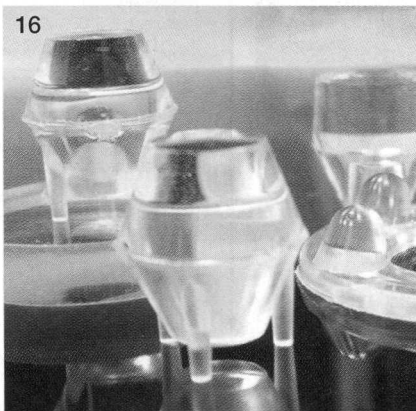
### 34 Design Focus

Color has long been trending as a vital determinant in consumer purchases, meaning it's a big deal to your operations, too. What's the most effective approach to wow your customers?

36 Plast '09 is the first Euro show of 2009, and the Italian machinery makers will be front and center at Milan with their affordable high-technology propositions that are very much in tune with the times.

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### 50 Spotlight

Leveraging innovation and a diverse customer base pays dividends for Spiratex.



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