

MODERN PLASTICS

WORLDWIDE

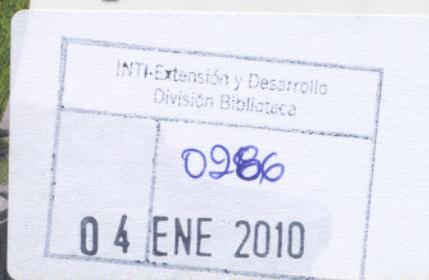
November 2009

THE GLOBAL PLASTICS MAGAZINE

plasticstoday.com/mpw

CITIP
006

Want less waste? Use more plastics.



**Thinking skinny:
How to design while
dining on Wal-Mart's
materials diet**

**Access to healthcare for
every Chinese citizen?
Asian medical device
market responds**

**An effective website
provides a sales boost
in a down economy**

**Maximizing the
three-layer model**





ON THE COVER

10 **As I See It** New packaging values that value packaging

Dow's Jeff Wooster and Glenn Wright answer questions about the importance of protecting a product with packaging, and what their company is doing to address end-of-life concerns.



12



42

FEATURE

38 **Design Focus** Designing for thinner walls, gauges

One guess which retailer is driving the direction toward lighter-weight packaging—and everyone, from processors to material developers, is falling in line.

COLUMNS

12 **Modern Executive** Marketing is critical in a down economy

Rather than retreating, this processor got creative online to advance sales.

16 **Modern Executive** Pennsylvania holds a carrot to lure plastics processors

Aggressive programs for introducing men, women, and children to engineering careers are expanding the workforce pool in this state.

PROCESSING TECHNOLOGY

18 **Processing Trends**

Film extrusion: Nanotechnology boosts barrier in three-layer films

Injection molding: Paint film adds pizzazz to new police cars

Thermoforming: Steady evolution makes for better processing

Materials: Companies jockey to fill gap left by shift from PC . . . and more.

24 **Material Thoughts**

The latest materials developments in additives, nano particles, and more.

30 **Product Watch**

New technology and business developments around the world

WORLD TOUR

41 **State-of-the-art applications depend on composite innovations**

Composiflex ships ready-made products, offering design to delivery.

42 **Industry down, clearly, but plastics' long-term future still bright**

Color Frankfurt's IAA car show bright green. Alternative fuels and electric motors pose challenges and chances.

44 **As China targets universal healthcare, a massive market emerges**

High-tech medical devices hit China as a massive domestic market takes shape.

SPOTLIGHT

50 **Making the most of medical in China**

UPG Group's Thomas Opielowski.

ALSO IN THIS ISSUE

4 Contact MPW

4 Web exclusives

7 Letter from the editor

8 First Look: News & Analysis

46 Classifieds

49 Calendar of Events

49 Advertiser index