

MODERN PLASTICS

WORLDWIDE

September 2010

THE GLOBAL PLASTICS MAGAZINE

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ON YOUR MARK

OUR
K 2010
PREVIEW
BEGINS



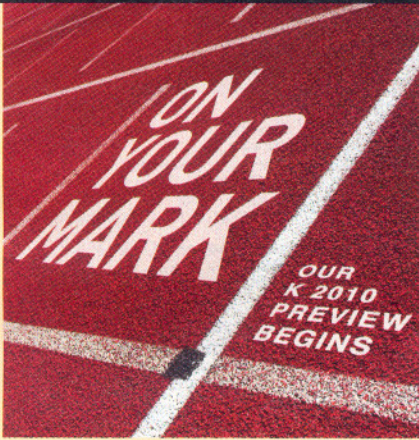
Brazil shows its might

Xten designs its future

BPA in the crosshairs

**Reinforced compounds,
naturally**

#BXNMXCD*****FIRM**CAR-RT LOT**B-083
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ON THE COVER

32 **K 2010 preview** Let's get this show started!

Start your planning list by reviewing some of the technology to be showcased in Düsseldorf: extrusion, injection molding, molds and tooling, auxiliaries, assembly, and measuring and testing equipment.



COLUMNS

- 12 As I See It**
The BPA debate from two perspectives
Public health threat or innocuous chemical? Two experts in their fields present the facts on bisphenol A's perceived dangers.
- 20 Modern Executive**
Resin purchasing: Are you getting the best possible price?
There's only upside to gaining a healthy understanding of your material costs.
- 24 Modern Executive**
An "Xten-sive" look at life as an American molder, Chapter 3: Green design for better manufacturing
Xten Industries saves its customers money through inmold operations, upfront design communication, and more.

PROCESSING TECHNOLOGY

- 26 Processing Trends**
Injection molding: Trade show highlight evolves to truck sidelight

FEATURES

- 30 Design Focus**
Stronger, lighter, cheaper . . . naturally
Corn cobs, wheat straw, and sunflower hulls—in my molded part? It's working.

WORLD TOUR

- 52 A cadeia do plástico (The plastics chain)**
Brazil's membership in the BRIC fraternity of rising economies is well earned, with its burgeoning plastics industry playing a key role in its rise.

SPOTLIGHT

- 70 A view from the top**
Brazil's Mazda Embalagens Flexiveis has big plans for pharma films.

ALSO IN THIS ISSUE

- | | |
|--------------------------------|-----------------------|
| 6 Contact MPW | 66 Countdown to K |
| 6 Web exclusives | 67 Classifieds |
| 9 Letter from the editor | 69 Calendar of Events |
| 10 First Look: News & Analysis | 69 Advertiser index |
| 57 Focus on Japan | |