

MODERN PLASTICS

October 2010

WORLDWIDE

THE GLOBAL PLASTICS MAGAZINE

plasticstoday.com/mpw

GO!

Hit the floor running


*and don't
forget
this guide*

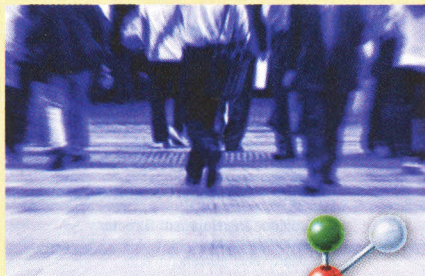
**Automakers trim carbon footprint
with microcellular foaming**

**Spotlight: Eastern prices meet
western business practices**

**The next green material:
Feather-based plastics**

#BXNMXCD *****FIRM**CAR-RT LOT**B-083
 #0261688/CB/9# SCK 298 C08
 PO BOX 830657
 BIRMINGHAM AL 35283-0657





ON THE COVER

26 **K 2010 preview** How to spell 'new technology worth a long look'? You need only one letter: K

Wait no longer—the time has come to organize and coordinate an efficient and effective trip to Düsseldorf. The second and final part of our pre-show coverage explores everything from injection to the IKV.

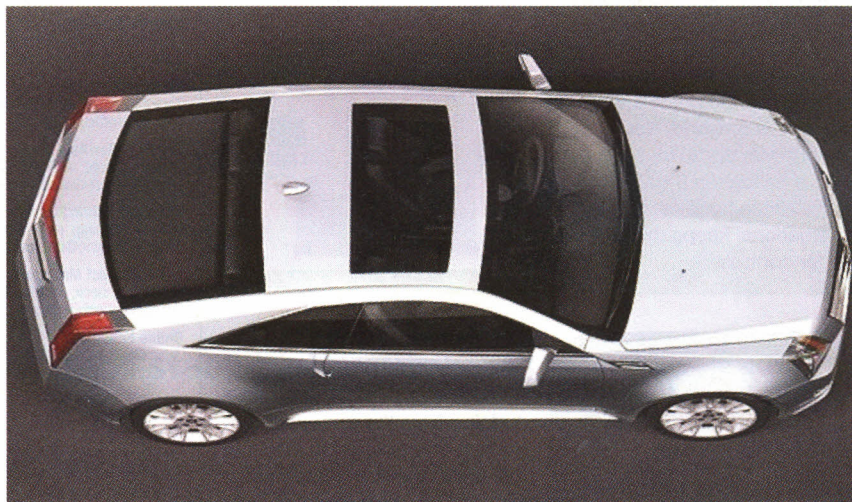


PROCESSING TECHNOLOGY

12 **Processing Trends**

Injection molding with MuCell: MuCell microcellular foam bubbling up in a variety of automotive applications

Resins & compounds: P&G opts for Braskem's sugarcane PE; Processors start to pony up for feather-based plastics



20 **Material Thoughts**

The latest materials developments in resins and compounds

24 **Product Watch**

New technology and business developments around the world

SPOTLIGHT

98 **Chinese shop, American style, global success**

The Fiocchi brothers solve the problem of sourcing molds and molding in Asia by opening their own shop based on Chinese prices but with management from the USA.



ALSO IN THIS ISSUE

- | | |
|--------------------------------|--------------------------------|
| 6 Contact MPW | 78 K show directory |
| 6 Web exclusives | 92 Countdown to K |
| 9 Letter from the editor | 94 Classifieds |
| 10 First Look: News & Analysis | 96 Calendar of Events/Ad index |