

# MODERN PLASTICS

## WORLDWIDE

November 2010

THE GLOBAL PLASTICS MAGAZINE

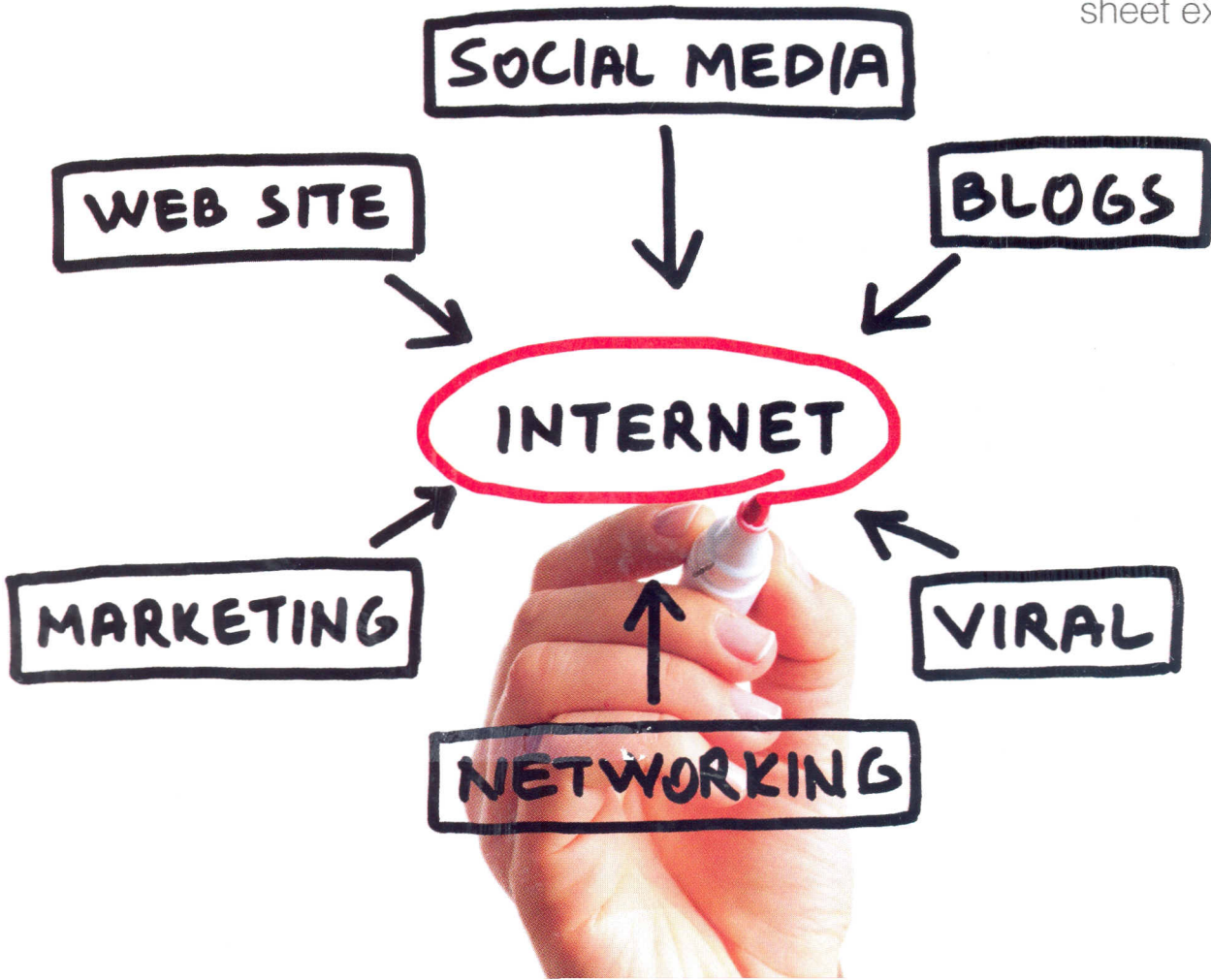
[plasticstoday.com/mpw](http://plasticstoday.com/mpw)

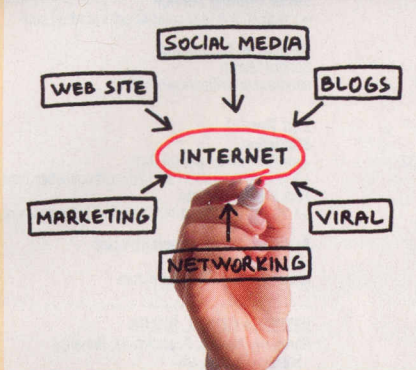
# Make e-business part of your business

Spare an internship,  
spoil your chance  
at a future employee

What's it like to  
switch from  
processing  
to sales?

Making every  
pellet count in  
sheet extrusion





## ON THE COVER

### 28 For these companies, e-business has become, well, just business

Gone are the days of the Internet's novelty, but successful processors are using it in novel ways to compare materials, track projects, conduct research, and perform many other value-adding activities.



## COLUMNS

### 10 **As I See It** Talking about my generation?

One of the industry's rising young stars shares his tips for drawing talent to plastics companies even as high school and college students are drawn by more "glamorous" careers.

### 12 **Modern Executive** Sales by the numbers

Once a processor, always a processor? Not Lee Shawback, who made the jump to sales and offers his unique perspective on how management and sales should help each other gain new business.

## PROCESSING TECHNOLOGY

### 14 **Processing Trends**

**Green processing:** New PET recycling facility puts down roots in California; Processor plans cellulose-based film extrusion for its U.S. facility; Plastic Disclosure Project asks companies to track plastics use; Oxo-biodegradable plastic compound used to mold closures.

### 18 **Material Thoughts**

The latest materials developments in resins and compounds.

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New technology and business developments around the world.

## FEATURE

### 31 **Make Every Pellet Count** Optimized sheet extrusion

Demand for recycled content sheet material has outpaced the bottle recovery rate.

## WORLD TOUR

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## SPOTLIGHT

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Sansuy SA Indústria de Plásticos of Embu, Brazil saw its Asian competition and pursued less-inhabited markets.

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