

# March 2011 March 2011 March 2011 March 2011

THE GLOBAL PLASTICS MAGAZINE

plasticstoday.com/mpw

# AUTOMOTIVE turns the corner

A North American resurgence, and the trends that will frame future change 32

From sales block to success: A. Schulman's Joe Gingo crafts a winning culture 16

Suppliers look at 2011 with cautious optimism 14

**Eye on Auxiliaries:** 

Hoppers and blenders 31



### plasticstoday.com/mpw

# CONTENTS



#### ON THE COVER

# 32 Automotive steers back from the brink

By the time 2009 was over, 27 automotive suppliers had gone bankrupt. The good news is that the industry has reversed course, and is on the road to growth once again.





#### COLUMNS

#### 12 As I See It

Mr. Johnson, plastics processor, goes to Washington Wisconsin Senator Ron Johnson left his extrusion business to address healthcare, spending, and the challenges of small-business owners.

#### 14 Modern Executive

#### Industry enters 2011 with (cautious) optimism

The watchword is "conservative" among plastics industry suppliers, who are looking at slow but steady growth this year.

#### 16 Modern Executive

# Joseph Gingo shares the secrets of A. Schulman's success

Four terms form the basis for an effective corporate culture at this material supplier: openness, honesty, listening, and accountability.

#### 17 Modern Executive

# Molders in Mexico deal with the danger, keep the presses running

Three processors operating thriving plants south of the border share their strategies for keeping employees safe.

#### PROCESSING TECHNOLOGY

#### 20 Processing Trends

**Extrusion:** The nature of polyethylene pipe failure; One processor buys three companies, another invests in its own solar array

#### 24 Material Thoughts

The latest materials developments in resins, compounds, and additives.

#### 28 Product Watch

New technology and business developments around the world. **Eye on Auxiliaries:** Hoppers and blenders

#### EYE ON YOUR MARKETS

#### 32 Market-specific reports

**Automotive:** IAC Group taps KraussMaffei for major molding machine order **Packaging:** Automation specialist develops reliable PP/EVOH coinjection system

#### SPOTLIGHT

#### 38 Taking total control, achieving total success

Colorado-based injection molder Value Plastics: A successful "bunch of control freaks."

#### ALSO IN THIS ISSUE

- 6 Contact MPW
- 6 Web exclusives
- 9 Letter from the editor
- 10 First Look: News & Analysis
- 36 Classifieds
- 37 Calendar of Events
- 37 Advertiser index