

PT

circulation

print

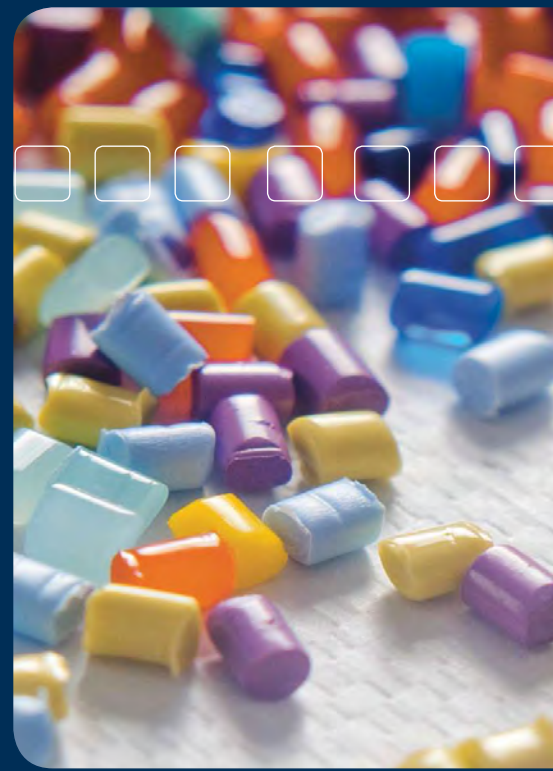
web

rates

staff



IT'S ALL HERE...INTEGRATED MARKETING SOLUTIONS THAT CONNECT YOU TO PLASTICS PROCESSING BUYERS



Plastics Technology

Dedicated to Improving
Plastics Processing

2 0 1 2 M E D I A P L A N N E R



Your Guide to the
Best Pre-NPE Show Promotions
is behind this flap ▶

PlasticsTechnology

6915 Valley Avenue | Cincinnati, OH 45244-3029
513-527-8800 | 800-950-8020 | fax: 513-527-8801

2012 is going to be a banner year for the plastics industry...

EIGHT BENEFITS OF ADVERTISING YOUR BRAND IN *PLASTICS TECHNOLOGY'S* MEDIA IN 2012



- 1 You will **reach the most complete list of plastics processing professionals** who influence technology purchasing decisions.
- 2 **Your product message** will be **in front of buyers** researching the best products to invest in at **NPE2012**.
- 3 Our **staff written articles** are focused on the solutions to problems your customers have — you can **showcase your solutions** to their issues through your message in advertisements.
- 4 **Plastics Technology** invests in our product and **maintains a list of subscribers who have the best purchasing power** to purchase your products.
- 5 **The plastics industry is making historic gains** right now — ads in *Plastics Technology* ensures buyers know about the value of investing in **YOUR** products.
- 6 A broad based, integrated media investment in relevant products like *Plastics Technology* produces will **solidify the place of your brand in the mind of the buyer**.
- 7 78% of *Plastics Technology* subscribers find it to be the **most relevant publication** for helping them do their jobs better. Our relevance combined with your leading products is a win-win.
- 8 *Plastics Technology's* focus exclusively on technology solutions relevant to their issues ensures that consistent branding messages **reach buyers when they are interested in purchasing**.

Be sure to get your share of the market.

Qualified Audience

Plastics Technology offers unparalleled reach to the plastics processing marketplace.



KEY END MARKETS*

Plastic serves as an important material in improving the quality, convenience, safety and efficiency of products and components in today's hottest end markets. Whether an OEM captive plastics processing plant or a custom processor — regardless of the end market — our readers' information needs revolve around producing plastic products better, faster and in the most cost-effective manner.

Plastics Technology's editorial mission serves plastics processors making products in these important end markets and more.

END MARKETS	SUBS	PLANTS
Consumer	19,364	7,740
Automotive	18,090	7,877
Medical	14,629	6,598
Electronics	13,987	5,874
Packaging	13,308	4,775
Agriculture	8,745	3,598
Aerospace	6,995	3,258

PROCESSING OPERATIONS PERFORMED*

In today's evolving plastics marketplace, to serve the needs of their contract or in-house customers, 74% of the plants *Plastics Technology* reaches are performing more than one type of plastic process.

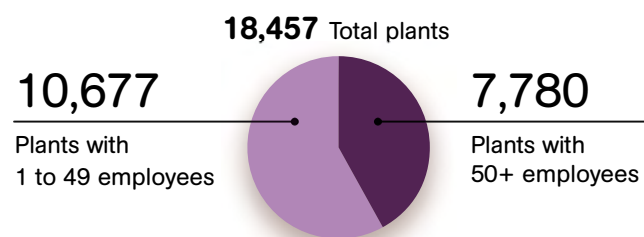
OPERATION	SUBSCRIBERS	PLANTS
INJECTION MOLDING	26,018	11,833
EXTRUSION	21,622	9,077
Blown/Cast Film	16,382	6,112
Coating, Web	4,210	1,315
Coating, Wire/Cable	3,392	1,056
Pipe, Conduit, Profile, Tubing	14,891	5,681
Sheet	14,951	5,681
COMPOUNDING	17,243	6,732
BLOW MOLDING	18,324	6,957
Stretch Blow Molding	11,858	3,977
Extrusion Blow Molding	13,719	4,876
Injection Blow Molding	13,535	4,677
THERMOFORMING	16,180	6,361
MOLD MAKING	21,183	8,846
TOOL REPAIR & MAINTENANCE	21,765	8,838



Reach the right people, the right titles,
in the right places with your message.

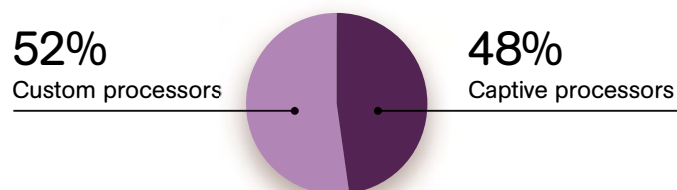
PLANT SIZE*

The plastics processing industry is composed of many small, entrepreneurial companies as well as large multi-national, private and public ones. *Plastics Technology* reaches them.



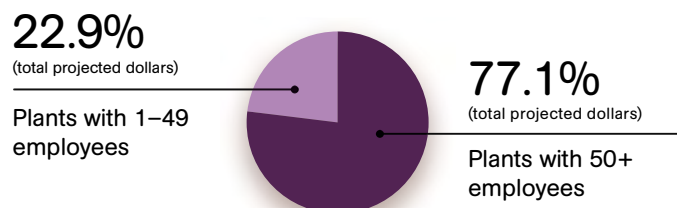
CUSTOM VS. CAPTIVE PLANTS*

More than half our readers are custom processors, manufacturing products on a contract basis for OEM companies, while the remaining are OEM captive or proprietary operations manufacturing products for either assembly or direct sale. *Plastics Technology* reaches them all.



PURCHASING POWER*

Every year in August, as companies start to prepare budgets for the upcoming year, *Plastics Technology* surveys subscribers to gain market intelligence on purchasing intentions for the upcoming year. According to the 2011 Plastics Processors Capital Spending Survey & Forecast, here's where the investments are coming from by plant size:

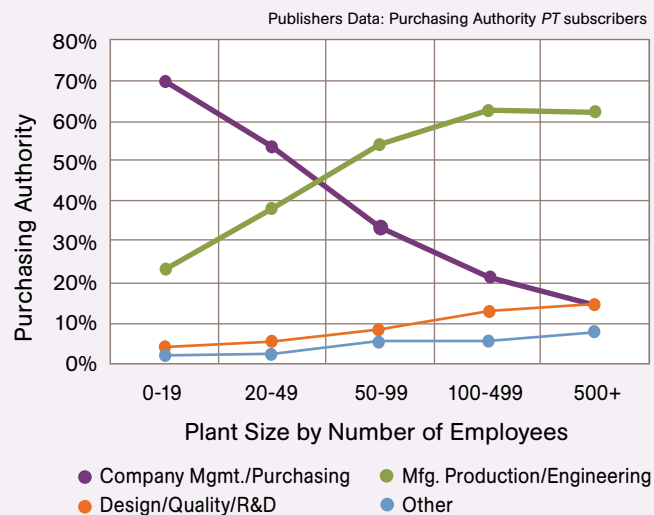


*Publisher's Data
** June 2011 BPA Statement

PURCHASING AUTHORITY*

Machinery, Equipment, Resin, Components & Supplies Purchasing Authority by Job Title/Plant Size

Buying influences shift as plant sizes grow. It's important to reach management in companies with fewer than 50 employees, as they are very influential in the purchase of materials, machinery, equipment, components and supplies. As plant size increases beyond 50 employees, buying influence shifts more heavily to manufacturing production/engineering titles.



THE RIGHT JOB TITLES**

Plastics Technology reaches **37,013** subscribers

BPA 6/11

JOB TITLES	SUBSCRIBERS
Company Management/ Purchasing	16,209
Manufacturing Production/ Engineering	15,954
Design, R&D, Quality	3,857
Other	993
Totals	37,013

In Print

Plastics Technology's editorial is 100% directed at processors with purchasing influence.

KEY

- NPE2012
- Injection Molding
- Extrusion
- Blow Molding
- Molds/Tooling
- Thermoforming
- Additives & Compounding
- Materials
- Auxiliary Equipment
- Ad Track Issue

2012 EDITORIAL CALENDAR

	January AD CLOSE: DEC. 1 MATERIALS DUE: DEC. 5	February AD CLOSE: JAN. 4 MATERIALS DUE: JAN. 6	March AD CLOSE: FEB. 1 MATERIALS DUE: FEB. 6	April AD CLOSE: MAR. 1 MATERIALS DUE: MAR. 5	May AD CLOSE: APR. 4 MATERIALS DUE: APR. 6
FEATURE COVERAGE	■ MOLDS/TOOLING; 2012 BUYING PLANS REPORT	■ EXTRUSION	■ INJECTION MOLDING	■ AUXILIARY EQUIPMENT	■ MATERIALS
NPE2012 SHOW COVERAGE	■ What's Hot: Sustainability; Energy Efficiency; Automation	■ What's Hot: Light-weighting; In-Mold Operations; End Market Opportunities	■ NPE2012 Show Issue	■ NPE2012 Late-Breaking Developments	■ NPE2012 First Report
ON SITE	■ Injection Molding	■ Thermoforming	■ Extrusion	■ Injection Molding	■ Extrusion
TIPS AND TECHNIQUES	■ Drying	■ Multi-Material Molding	■ Cooling	■ Laboratory Instruments	■ Controls and Monitoring
MARKET WATCH	Electronics	Medical	Consumer Products	Construction	Packaging
TROUBLE-SHOOTING	■ Film Extrusion	■ Foaming	■ Micromolding	■ Blow Molding	■ Wood Plastics Composites
BONUS DISTRIBUTION	NPE2012 April 1-5, Orlando, FL Molding 2012 Jan. 22-25 Miami, FL	NPE2012 April 1-5, Orlando, FL Plastec/ MD&M West Feb. 14-16, Anaheim, CA	NPE2012 April 1-5, Orlando, FL ANTEC April 2-5 Orlando, FL		
BUYERS' GUIDE					
PT NEWSLETTERS	<ul style="list-style-type: none"> • Insider • Materials Insider • Processing Insights • Insider: NPE2012 Special Edition 	<ul style="list-style-type: none"> • Insider • Materials Insider • Processing Insights • Insider: NPE2012 Special Edition 	<ul style="list-style-type: none"> • Insider • Materials Insider • Processing Insights • Insider: NPE2012 Special Edition 	<ul style="list-style-type: none"> • Insider • Materials Insider • Processing Insights • Insider: NPE2012 Special Edition 	<ul style="list-style-type: none"> • Insider • Materials Insider • Processing Insights • Insider: NPE2012 Special Edition

2012 EDITORIAL LINEUP

STARTING UP

Late-breaking news on technology and business developments that impact the way processors run their operations.

ON SITE

Plant tours of applied technology.

TIPS AND TECHNIQUES

How to, What you should know, Ten ways to...

TECHNOLOGY CLOSE-UP

Specific news sections with concise, quick-read information on new products and technologies.

KNOW-HOW

Columns from industry experts that address particular plant and/or process concerns focusing on materials, injection molding, extrusion, blow molding and tooling.

MARKET WATCH

Short and long-term analysis on end-market trends.

TROUBLESHOOTING

Process-specific installments directed at providing processors with practical solutions for common problems.

RESIN-BUYING STRATEGIES

Buying tips in light of current resin-pricing conditions for high demand materials.

PRACTICAL PROCESSOR

Q&A forum about processing solutions.

PROCESSOR STRATEGIES

A personal look at the business strategies and tactics that leading processors are taking to stay ahead of the competition.

QUESTIONS? Contact Jim Callari, Editorial Director/Associate Publisher at 732-679-4679 or email: jcallari@ptonline.com.

June

AD CLOSE: **MAY 2**
MATERIALS DUE:
MAY 4

July

AD CLOSE: **JUN. 1**
MATERIALS DUE:
JUN. 4

August

AD CLOSE: **JUL. 5**
MATERIALS DUE:
JUL. 6

September

AD CLOSE: **AUG. 1**
MATERIALS DUE:
AUG. 3

October

AD CLOSE: **SEP. 3**
MATERIALS DUE:
SEP. 6

November

AD CLOSE: **OCT. 3**
MATERIALS DUE:
OCT. 5

December

AD CLOSE: **NOV. 1**
MATERIALS DUE:
NOV. 5

MOLDS/ TOOLING	ADDITIVES & COMPOUNDING	EXTRUSION	INJECTION MOLDING	AUXILIARY EQUIPMENT	MATERIALS	BLOW MOLDING
NPE2012 Show Report						
Injection Molding	Injection Molding	Blow Molding	Extrusion	Thermoforming	Injection Molding	Extrusion
Resin Conveying	Size Reduction	Hot Runners	Purging	Filtration	Blending	Robotics/ Automation
Automotive	Electronics	Consumer Products	Construction	Packaging	Automotive	Electronics
Sheet Extrusion	Thermoforming	In-Mold Labeling	Compounding	High-Temp. Molding	Profile Extrusion	Molds/ Tooling
Amerimold June 13-14, Novi, MI Plastec/ MD&M East June 18-20, Philadelphia					BUYERS' GUIDE See page 9 for details	
<ul style="list-style-type: none"> Insider Materials Insider Processing Insights Insider: NPE2012 Special Edition 	<ul style="list-style-type: none"> Insider Materials Insider Processing Insights 	<ul style="list-style-type: none"> Insider Materials Insider Processing Insights 	<ul style="list-style-type: none"> Insider Materials Insider Processing Insights 	<ul style="list-style-type: none"> Insider Materials Insider Processing Insights 	<ul style="list-style-type: none"> Insider Materials Insider Processing Insights 	<ul style="list-style-type: none"> Insider Materials Insider Processing Insights



PT Online

WHAT YOU'LL GET WITH YOUR INVESTMENT IN PT ONLINE:

- Your message contextually placed in front of customers and prospects when they are in research mode
- Your products and processes aligned with process-specific zones
- Prospects looking to solve problems seeing your marketing message

PT INSIDER/PT MATERIALS INSIDER — & NEW PT INSIDER NPE SPECIAL EDITIONS



The monthly PT Insider E-newsletter, with a distribution list of more than 19,000, provides new product and technology alerts and practical solutions for processing challenges as well as business information and industry trends. The PT Materials Insider, with a distribution list of over 12,000, is focused on all topics of interest to an individual selecting and keeping up with new technology for Materials.

NEW FOR 2012 – Six special editions focused on NPE2012 will be distributed from January – June highlighting the most important technologies on display at NPE!



WHAT YOU'LL GET WITH YOUR INVESTMENT IN PT'S INSIDER E-NEWSLETTERS:

- Your branding message pushed to a highly engaged opt-in audience
- Direct response—a great way to generate immediate interest



Place your message in front of processors trying to stay ahead of technology advances and materials solutions.

KNOWLEDGE CENTERS

Does your company have a unique area of expertise? Share your knowledge with the highly focused *PT* processor audience. A sponsored Knowledge Center is a collection of information and expertise presented online by a company to demonstrate its capabilities in a particular technological area. The knowledge is presented as an "Integrated Media" program with a strong web and print presence.



WHAT YOU'LL GET WITH YOUR INVESTMENT IN A *PT* KNOWLEDGE CENTER:

- Exclusivity by product type
- Perception of industry expertise
- Questions directed to and answered by your experts
- Interaction with visitors interested in your technology

WEBINARS

Dynamic and interactive webcast forum showcases your company's knowledge and leadership on important industry topics! Discuss today's timely and compelling issues with YOUR target audience.

WHAT YOU'LL GET WITH YOUR INVESTMENT IN A *PT* WEBINAR:

- **Email:** Customized email invitations to *Plastics Technology* subscribers
- **E-newsletter:** Event promotion within *PT Insider E-newsletter*.
- **Print:** Event promotion within *Plastics Technology* magazine
- **Lead Generation:** Customized lead reports
- **Tech Support:** Webinar hosting and support
- **Moderator:** *PT* Editor as moderator

Plastics Technology
TECH BRIEF

Recycled Resin Prices
Finally...Some Price Relief
By: Debora Guarate Block, Contributing Editor

Recycled plastic prices were up in the second quarter, but are now heading in the opposite direction. Rising energy prices are contributing to declines in virgin as well as recycled grades. "People will look at virgin prices and ultimately they won't use as much recycled material if prices are too high," is one recycler's typical comment. "If virgin prices plummet, so do post-consumer," said another.

Recyclers are still confident that customers will pursue "green" initiatives. "I think that will support the recycling industry to a degree," another recycler said. "However, if pricing becomes [unaffordable](#)."

Recycling Systems
CROWN Custom Recycling Systems

Whether you need to recycle plastic, foam, film, purgings, agricultural waste, horticultural waste, or more, CROWN Machine can provide a custom system to meet your recycling needs. With over 40 years in the plastics industry, CROWN Machine offers patented designs, innovative processing technology, and strong engineering support to transform useless scrap into valuable pellets. Talk to a CROWN Representative and get your recycling questions answered!

Featured Supplier
Aujan Haffa Inc.: Shredder and Grinder SALE!

Aujan Haffa is a world class manufacturer of size reduction machinery for the plastic, rubber and recycling industries. With manufacturing, distribution, and service facilities in Illinois, Aujan Haffa is an international supplier to the plastics industry. To learn more about the Aujan Haffa SALE, request a quote today. Or visit us at www.ajujanhaffa.com

New Product
Keeping Up With Compounding: Can you clamp an endwearer pelletizer with one hand?

Yes! Now there is an endwearer pelletizer unit that utilizes electromagnetic technology to increase the efficiency of the pelletizing operation. Learn more about the system that completely automates the pelletizing process.

About CROWN
CROWN Machine Corp. is an OEM manufacturer of recycling machinery providing customized recycle systems and engineering solutions to the plastics industry.
[Get more information about CROWN!](http://www.crownmachines.com)

PT TECH BRIEF EXCLUSIVELY SPONSORED E-NEWSLETTERS

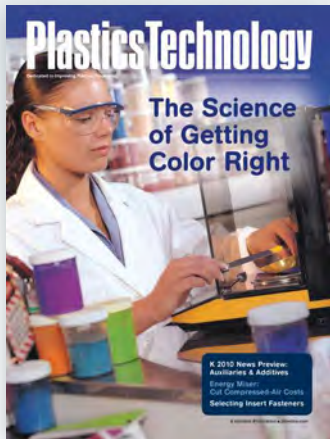
Has editorial about your company appeared recently in *Plastics Technology*? Extend the reach of that content with a customizable Tech Brief!

WHAT YOU'LL GET WITH YOUR INVESTMENT IN A *PT* TECH BRIEF:

- Delivery direct to the inboxes of permission-based email addresses
- Features your company's published editorial content
- Includes up to three customizable sections to promote your product releases, webcasts, white papers, videos, event displays, E-newsletters, etc.

Please see enclosed Rates and Specifications Brochure for sizes, pricing and availability.

Integrated Media



Whenever and however processors research products or solutions, your message is there.

Savvy marketers know they must proactively build market awareness of their value proposition AND be well-positioned online to serve motivated buyers as they seek out solutions from vendors. *PT* provides the marketing tools to serve all these needs through *Plastics Technology* magazine — which speaks monthly about practical plastics processing technology — as well as our email newsletters and website, *PTOnline.com*. And you can extend your message with online Webinars, Knowledge Centers, and other direct marketing products. We have simplified the way you buy media from us. Whether it's print or digital, every dollar you invest counts toward a program discount. We value you and want to provide you with the most value for your marketing spend.

1. PRINT RATES

Here are our display ad rates, gross for *Plastics Technology* and the *Processing Handbook & Buyers' Guide*:

	4-COLOR	2-COLOR*	B & W
One Page	\$8,925	\$8,110	\$7,465
2/3 Page	\$7,500	\$6,615	\$5,975
1/2 Page ISL	\$6,775	\$5,870	\$5,225
1/2 Page	\$6,230	\$5,330	\$4,685
1/3 Page	\$4,585	\$3,680	\$3,040
1/4 Page	\$3,965	\$3,065	\$2,420
1/6 Page	\$3,115	\$2,215	\$1,570

*Matched Colors add \$125

2. PREMIER DISCOUNT PROGRAM

Now, add up all of the gross dollars of the display, NPE2012 Ads and digital media that fit your marketing strategies and apply the discount for your total spend over \$10,000. Or better yet, contact your District Manager for a comprehensive proposal.

\$10,000—\$19,999	10% OFF entire program
\$20,000—\$34,999	15% OFF entire program
\$35,000—\$64,999	20% OFF entire program
\$65,000—\$99,999	25% OFF entire program
\$100,000+	30% OFF entire program

3. YOUR VALUE ADD

Your investment placed through *PT* with any of our International media partners: *Kunststoffe*, *Plastics Technology China* and *Modern Plastics and Polymers*, or with any of our sister Gardner Publications, counts toward your total spend, and the display ads you run in *PT* count toward your frequency with those publications.

With your investment of \$10,000 or more, you'll also receive:

- 2012 Plastics Processors Capital Spending Survey & Forecast – **\$10,000 VALUE**
- Expanded showroom in the PT Online Supplier Database – **\$12,000 VALUE**
- 3 Free InfoFile or InfoNets printed in *Plastics Technology* – **\$3,825 VALUE**
- **3%** of your gross spend toward direct mail list rental

Ad Specifications

<p>Bleed 16.25" x 11" (413 mm x 279 mm) Trim 15.75" x 10.5" (400 mm x 267 mm)</p>	<p>Ruled Page 6.875" x 9.125" (175 mm x 232 mm) Bleed 8.375" x 11" (213 mm x 279 mm) Trim 7.875" x 10.5" (200 mm x 267 mm)</p>	<p>Two-Thirds Page 4.375" x 9.125" (111 mm x 232 mm)</p>	<p>Half Page (Vertical) 3.25" x 9.125" (83 mm x 232 mm)</p>
<p>Bleed 16.25" x 5.875" (413 mm x 286 mm) Trim 15.75" x 5.625" (400 mm x 168 mm)</p>	<p>Half Page (Horizontal) 6.875" x 4.375" (175 mm x 111 mm)</p>	<p>Quarter Page (Vertical) 3.25" x 4.375" (83 mm x 111 mm)</p>	<p>Island Unit 4.375" x 6.875" (111 mm x 175 mm)</p>
<p>Third Page (Vertical) 2.25" x 9.125" (57 mm x 232 mm)</p>	<p>Third Page (Square) 4.375" x 4.375" (111 mm x 111 mm)</p>	<p>Quarter Page (Horizontal) 6.875" x 2.25" (175 mm x 57 mm)</p>	<p>Third Page (Horizontal) 6.875" x 3" (175 mm x 76 mm)</p>
			<p>Sixth Page 2.25" x 4.375" (57 mm x 111 mm)</p>

*For all bleed ads, keep live matter .25" from each trim edge. (Live matter should not exceed 7.375" x 10").

**Keep live matter .125" from gutter on each page, even when a continuous flow of image or copy is intended.

Materials Submission: Becky Helton, bhelton@gardnerweb.com or upload to www.gardnerweb.com/upload.



Processing Handbook & Buyers' Guide

HANDBOOK CLOSING DATE: 9/14/2012

The Handbook is distributed with *Plastics Technology's* November issue. All mechanical requirements and rates are the same as those for the monthly issues.

ADDITIONAL AD OPPORTUNITIES

Mini Ads 1.625" x 1" units that appear in the Classified Directory Index section.

1-4	\$285/each gross
5-9	\$260/each gross
10 or more	\$225/each gross

Tab Dividers— \$13,500 Premium position in each major category section includes color and a banner ad on Supplier Directory home page.

Additional Opportunities

CLASSIFIED/RECRUITMENT ADS

Net Rates	1x	3x	6x	9x	12x
1 to 4, per inch	\$170	\$160	\$150	\$140	\$130
5+, per inch	\$160	\$150	\$140	\$130	\$120

Spot color: \$85

RECOGNIZED AGENCY COMMISSION

15% commission is allowed on display ads if material is furnished to our specifications and payment is received within 30 days of invoice. No commission on production charges.

SUPPLIED INSERTS

Pre-printed, supplied inserts are quoted on request. Full-run supplied inserts count as one insertion each time they run. A minimum \$1,400 fee applies for tipping or magna stripping. Special constructions and/or paper stocks, which require prior approval, may necessitate additional fees. For more information, contact your District Manager.

SPLIT RUN ADVERTISEMENTS

PT can demographically split run advertisements. A production fee of \$1,200 may apply to splits. Ask your District Manager for specifics.

PREPAYMENT DISCOUNT

5% discount is allowed if payment for one year's advertising is received in advance of the first insertion.

REPRINTS

Reprints of articles and/or ads are available in print or high resolution PDF format. All printed reprints are 8" x 10 3/4" on white semi-gloss stock. Contact Scott Clifton for quotes at 800-950-8020, or sclifton@gardnerweb.com.

DIRECT MAIL

Access PT's list via affordable direct mail list rental. Contact your sales representative or Sonja Maxfield sonjam@gardnerweb.com for more details.

Minimum Charge.....	\$625
Base Rate	\$160 per thousand
Each Category Selection.....	\$15 per thousand
Duplicate Set or Use.....	\$95 per thousand

INFOFILE

Showcase your product literature in the monthly magazine and generate quality sales leads. Your full-color brochure or catalog includes a bold headline, descriptive product or service write-up and an email address for increased buyer response.

Specs:	2.25" x 1.875"
Advertisers:	\$1,025/unit
Non-advertisers:	\$1,275/unit

INFONET

Present your company logo and website address to attract potential buyers to your site. Your company logo and url are displayed in color with a brief description of your site — increased visibility equals increased web traffic!

Specs:	3" x 1.375"
Advertisers:	\$1,025/unit
Non-advertisers:	\$1,275/unit

Photos courtesy of:

PolyMedex Discovery Group, K-Tron, PolyOne Corporation, MGS Mfg. Group, Foster Corporation.

PlasticsTechnology

District Offices

MID-ATLANTIC/CONNECTICUT/ MASSACHUSETTS/MAINE/RHODE ISLAND/ NEW HAMPSHIRE/VERMONT

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Seoul, 120-722 Korea
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Email: femchp@unitel.co.kr

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Email: may@jandm.com.tw
URL: www.jandm.com.tw

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Lucy Xiao, Beijing Vogel Consulting Co. Ltd.
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Email: lucy@vogel.com.cn

CLASSIFIED/RECRUITMENT

Chris Brock, Gardner Publications Inc.
Tel: 440/639-2311 | Fax: 513/527-8801 | Email: cbrock@gardnerweb.com



6915 Valley Avenue | Cincinnati, Ohio 45244 | www.gardnerweb.com

PlasticsTechnology

MoldMaking
TECHNOLOGY

Modern
Machine
Shop
Production
Machining

HIGH-PERFORMANCE
Composites

COMPOSITES
TECHNOLOGY

PP PRODUCTS
FINISHING

AUTOMOTIVE DESIGN
and PRODUCTION

mrs

amerimold™

OFFICIAL PRODUCTS FOR:

