

FPD Hot News

SPRING 2008 FPD CONFERENCE will be held April 13-15, 2008 at Kiawah Island Resort, 1 Sanctuary, Drive, on Kiawah Island, SC, an easy drive from Charleston, SC. Kiawah Island has 10 miles of pristine, sun-swept beach and was voted “most romantic spot and best spot to walk the beach” by Southern Living's editorial staff. **Brandon Redmond**, Jrlon, and **Dick Rockosi**, Arkema, are the conference co-chairs. Confirmed speakers include: an Issues Management Committee update; a possible Societal Values Committee Update; an International Trade update by **Neil Pratt**, SPI; an economic update by **Robert Fry**, Dupont; SPI issues and Goals by **Bill Carteaux**, SPI President; and a Wire and Cable/Green Building Initiative update by **Melissa Hockstad**, SPI. For details on this program, please visit www.fluoropolymers.org.



Don't miss the keynote speaker, Greg Schwem, who Chicago Magazine called “America's Favorite Funnyman!!” Full of clean, fast-paced humor that pokes fun at the business world, Greg calls his show “Comedy with a Byte.”

The room rate for SPI is \$239, which includes the **vacation villas only**. To make your reservation, call 800/654-2924 and mention the SPI Fluoropolymers Division meeting to get the rate. The SPI rate is available only until March 19, 2008.

FALL 2008 FPD CONFERENCE will be held in Sept. 21-23, 2008 at the [Westin Kierland Resort](#) in Scottsdale, AZ. There is something for everyone at The Westin Kierland Resort & Spa. Whether you are sliding down the [110-foot-long waterslide](#) or floating on an inner tube down the 900-foot-long flowing river, your family will have the time of their lives. Children love [The Westin Kids Club](#), a year-round program that includes games and activities, and so much more! And there is the Kierland Golf Club and the ambiance, shopping, and dining in Scottsdale for the adults. The Conference will be chaired by **Preston Hollier**, Solvay Solexis, and **Eric Walsh**, DeWAL. A preliminary program will be forthcoming in early 2008.



FPD EXECUTIVE COMMITTEE APPOINTMENTS – **Ken Koziel**, Saint-Gobain, has been appointed to the FPD Executive Committee. Also, the Executive Committee approved the appointment of **Dave Ely**, Chromatics INC., to the Board, subject to the approval of the membership. Congratulations, Ken and Dave.

FPD ASSESSMENT for 2008 will again be \$750, no change from 2007.

FLUORONEWS – **The Winter 2008 issue of FluoroNews will be issued in full color.** It will be digitally printed rather than offset printed. Expected issue date is late January 2008. The lead article in this issue will illustrate the use of fluoroproducts in our daily lives. **Beginning with this issue, FPD will provide FluoroNews electronically, in addition to being posted on our web site and issued as printed copies.**

Other FPD Activities

MEMBERSHIP COMMITTEE – **Bob Smith** reported that he is working with **Rick Sturgis**, SPI, on several membership initiatives. SPI is hiring two sales people to recruit new members. FPD is developing a list of the top 20 companies, mostly processors, and key contacts for the sales staff. **Terence Neville** and **Mike Patterson** continue with the development of an e-mail survey.

MONTHLY FPD HIGHLIGHTS – Please include **E. Robert (Bob) Hill** on your press release list at eben_hill@msn.com, so we can note your Company and staff accomplishments and honors.

FLUOROGUIDE – We did a full update of FluoroGuide and the related tables in March 2007 and also in August 2007. We are updating the tables monthly, or as needed. No changes have been reported recently. Please check your company input on our website and give **Bob Hill**, Hill Business Writing LLC, any needed further revisions at eben_hill@msn.com. We anticipate another full update in early 2008, or as needed.

FPD WEB SITE HITS continue to increase steadily. We continue to add a steady stream of new content to our web site, and are now posting post-conference summaries, including the conference program, a list of attendees, and more.

SOCIETAL VALUE OF FLUOROPOLYMERS – An email questionnaire is being developed to gather data on fluoropolymer applications and their benefit to society.

FPD Section Activities

FPD Section activities continue to be strongly emphasized at all conferences. Each Section breakout has content of specific interest to its industry segment. Both the Coaters and Processors Section are working hard to reach new and old member prospects and make them aware of what Section membership can do for them.

- **Coating Section** had good attendance and a strong program at the Fall 2007 Conference. The group wants to increase its efforts in reaching out to coater member prospects. The Section will continue the trend of bringing vendors of value to the coaters and will include additional supplier presentations at future meetings. In the Spring Conference, there will be a presentation on emission control.
- **Processors Section** – The Section name has been changed from PTFE Processors to the Processors Section, reflecting the wider scope of its membership and breakout subject matter. The Fall Breakout presentation was on Advanced Product Quality Planning by DeWal. The Section continues to work to increase processor participation.
- **Wire and Cable** – Codes and Standards activities within the Section are presently focused on NFPA 90. The NFPA 90A 2008 code has completed the proposal cycle and is now in the comments stage. The NEC cycle (NFPA 70) has been completed.

People on the Move

ADVANCED FLEXIBLE COMPOSITES, INC. (AFC) named **Ed Kennedy** to the position of Marketing Manager – Conveyor Belting Market Segment. Ed will report directly to **Michael Baker**, Director of Marketing. Ed will work out of AFC's Specialty Belting Division located in Adams, MA. Michael Baker, Director of Marketing for AFC commented, "His years of experience and expertise in all aspects of PTFE and silicone coated and laminated belting will prove to be very beneficial to our customers. His understanding of innovative belt design will ensure that AFC remains at the forefront of the high temperature belting industry."

Industry Highlights

ADVANCED FLEXIBLE COMPOSITES, INC. ("AFC") has acquired **Ravel Technology** of North Adams, MA. Ravel will continue its operations under the name **AFC Specialty Belting Division**. The specialty

belting division will continue to provide the complete line of Ravel heat sealers, heat sealing accessories, as well as unique and specialty conveyor belting. AFC's CEO **William Lewis** said: "AFC is extremely pleased with the opportunity to acquire Ravel Technology. Ravel is the leader in the manufacturing of high temperature industrial heat sealing tools and accessories. Ravel offers high-quality products with the shortest of lead times." For further information, contact Michael Baker, Director of Marketing at 800/334-9372.

WHITFORD expands its Quality Cooperative Program to create new marketing tool for retailers.

Maintaining the highest quality in the application of all coatings is important to everybody: cookware, bakeware and appliance manufacturers, coaters, importers, retailers – and, of course, the ultimate consumer. The Program helps protect the reputation of everyone who participates, and is open to: coaters or manufacturers, exporters, importers, and retailers who use Whitford coatings and comply with the program.

As evidence of strict compliance to Whitford's quality standards, cookware protected by the Quality Cooperative Program (and only this cookware) is allowed to carry Whitford logotypes. Whitford recently added a new dimension to the QCP to help retailers market their products. "QCP", which stands for "Quality Cooperative Program", has been altered for retailers to "Quality Controlled Product." Whitford offers use of the revised QCP seal so that retailers can use it on packaging. For program details, contact **Fran Lagotta** at 732/ 833-0986. Email: flagotta@whitfordww.com. Website: whitfordww.com.

SOLVAY SOLEXIS plans to reinforce its market for Polymer Processing Aids (PPA) with new resources dedicated to this specific market segment. Solvay Solexis offers today two different product lines on a global scale, marketed under the brand names Solef® PVDF and Tecnoflon® Fluoroelastomers, with specific product solutions dedicated for processing aid applications. The two products together are able to significantly improve the formation of die buildup and solve melt fracture issues even at higher output rate. Additional benefits are better surface finish, reduction of gels and possible energy savings, leading to the possibility to obtain high quality products at overall lower production cost. The PPA new products were presented at the K Show in Dusseldorf in October.

SPI Activities Supporting FPD

SPI RELEASES TWO NEW STATISTICAL REPORTS on the state of the US plastics industry.

According to two new reports featuring 2006 data released by SPI in November, the US plastics industry is strong and still growing in sales despite years of globalization and outsourcing to lower-cost countries. While SPI's new reports show that high energy prices, corporate tax rates, and China currency devaluation continue to place US plastics manufacturers at a competitive disadvantage in the global marketplace, they also uncover some bright spots. "The 2006 data show that, despite external challenges, U.S. plastics companies today are more competitive than ever, with more sophisticated technology, better-trained workforces, and greater focus on capturing new international business," said SPI President and CEO Bill Carteaux. SPI's 2006 *Global Business Trends and Size and Impact of the Plastics Industry on the US Economy* reports are free to all SPI members – a \$1,700 membership benefit! The state and county data in the *Size and Impact* study can be a useful tool for finding new sales opportunities.

SPI LAUNCHES NPE2009 PROMOTIONS at the K 2007 Show, held in October in Düsseldorf, Germany.

This year, SPI not only maintained an active booth on the exhibit floor, but also hosted three events and held many meetings with prospective NPE2009 exhibitors, international agents, allied industry VIPs and international trade press. SPI broke more news at an October 29 press conference, where Carteaux and Gene Sanders, SPI vice president of trade shows, focused on plans for NPE2009. They announced an agreement between [SPI and the Society of Plastics Engineers \(SPE\)](#) that will enable SPE to present a technical conference with hundreds of peer-reviewed, never before published papers at SPI's NPE2009 international exposition. The agreement will enable SPI to provide NPE visitors with the largest technical educational program ever offered as an integral part of an international plastics trade show.

COMMERCE DEPARTMENT and US Chamber Partner to Promote Exports. On November 9, 2007 the [U.S. Department of Commerce](#) and [U.S. Chamber of Commerce](#) announced a Memorandum of Agreement in which the two organizations will work together to promote US exports. The Commerce Department and Chamber of Commerce will cooperate to provide market information, technical assistance, and counseling, as well as referring companies for services provided by other organizations. They will also coordinate activities and programs such as export conferences, seminars and export education programs for US businesses; promote trade events through media and other outreach activities; and establish shared office space at the US Chamber of Commerce in Washington, DC.

US-CHINA PLASTICS TRADE SUMMIT PLANNED in Advance of **ChinaPlas 2008**. SPI, in coordination with China Plastics Processing Industry Association (CPPIA), is organizing a one-day plastics trade summit immediately preceding ChinaPlas 2008 on April 16, 2008. The summit plans to foster better ties between the US and Chinese plastics industries as well as discuss bilateral trade opportunities. The trade summit will likely feature sessions on: Overview of the U.S. and Chinese Market Development Trends; Resources for a Successful Partnership; Challenges Facing the Development of the Plastics Industries in the US and China; and Approaches to US-China Collaboration & Success Stories.

The US plastics industry exported \$2.8 billion to China in 2006, the third largest export market behind Canada and Mexico. US exports to China grew more than 112% in the three-year period from 2003 to 2006. If your company is interested in further exploring US-China trade partnerships or expanding your current presence in China, you should attend the trade summit. Please contact Director of International Trade [Amy Sherman](#) if you are interested in attending. Further information will be announced as details are finalized.