



The SPECTRUM

MIAMI VALLEY SECTION
SOCIETY OF PLASTICS ENGINEERS

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NOVEMBER MEETING INFO

The Importance of Design



The United States is, and always has been, a great manufacturing country. Product design is important to our continuing success. Why? Because manufacturing can only produce what engineers design. The U.S. is still a world leader, but our manufacturing base is being eroded. Most of the emerging countries have now learned how to produce acceptable plastic parts. These countries' lower labor rates and standard of living, coupled with the absence of ISO certification, worker compensation, minimum wage, OSA and environmental regulations allow them to assemble these parts into low cost products. Open border policies and low import duties allow these products to be shipped back into this country to be sold at a profit. Original Equipment Manufacturers (OEMs) have now learned how to use off-shore suppliers to increase their profits. OEMs don't relish having their products produced this far away from their markets, but the lure of increased earnings is overcoming their apprehensions.

The large number of OEMs who continue to produce their products locally are now putting extreme pressure on their domestic suppliers to realize the maximum value for their purchasing dollar.

All suppliers can purchase the same plastic materials, tools, processing machines, hopper loaders, robots, etc. One of the things that set a processor apart from the competition is the design of the parts being produced. Every processor knows that many of the new products being released for production have not been designed as well as they could be. Redesigning these products for efficient production will give a supplier an advantage over the competition by providing the OEM with more value for his dollar.

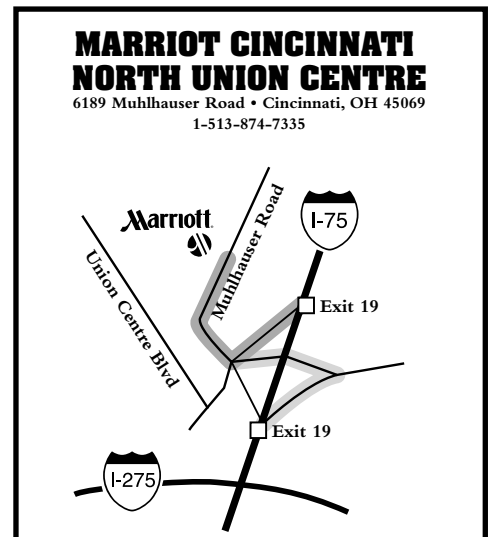
As time passes, the way new products are designed has changed. An important current change is that many OEMs are laying off their experienced design engineers. Increasingly OEMs are expecting their suppliers to help them finalize the design of their plastic components. It is a foregone conclusion that processors are going to become more involved in the design of their customer's products. No one is looking for more work to do, but this is a not-to-be-missed opportunity to provide OEMs with a valuable service that will turn them into repeat customers.

With these thoughts in mind the Miami Valley Section of SPE has scheduled a presentation entitled "The Importance of Design" for their November 7, 2002 dinner meeting. The speaker will be Glenn Beall, an outspoken plastics industry activist who has been designing plastic parts for over 40 years. Those attending will learn how and why the design process has changed over the years. Of more importance they will gain insight on how to take advantage of these changes to gain that all important competitive edge.

Driving Directions Marriott Cincinnati North Union Centre

From Dayton, OH and points North: Take I-75 South, Exit at Union Centre Blvd. (Exit 19) and turn right. Turn right onto Muhlhauser Road. Marriott Union Centre is on the right.

From Greater Cincinnati/Northern Kentucky Intl. Airport: Take I-275 East towards Cincinnati to I-75 North. Exit at Union Centre Blvd. (Exit 19) and turn left. Turn right onto Muhlhauser Road. Marriott Union Centre is on the right.



**MARRIOTT CINCINNATI
NORTH UNION CENTRE**
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Visit SPE's
National Website

<http://www.4spe.org>

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CALENDAR OF EVENTS

Nov. 7th	Cin./Marriott Union Centre Plastic part design - Glenn Beall
Dec.	No Meeting
Jan. 9*	Krauss Maffei Plant Tour
Jan. 11	Spouse/Date Night Belterra Resort & Casino
Feb.6	Dayton/Alex's Additives, fillers, blowing agents
Mar. 6	Cin./Marriott Union Centre Taking the fear out of OSHA
April 3	Dayton/Alex's Student Night/Economic Development
May 1	Plant tour Comet Automation - weigh blenders, loaders, dryers, conveying equip.
June 9	Golf outing Hamilton Elks
June 22-26	Chicago NPE '03

MEETING NOTICE DETAILS

MEETING DATE: NOVEMBER 7, 2002
Advance Reservation required by November 5, 2002
To reserve, call or fax:

Dick Hauck	Mickey Brandon
Cincinnati	Dayton
513-871-5544	937-890-7834
Fax 871-8495	Fax 890-5854

MEETING AGENDA - NOV. 7, 2002

SPE Board Meeting	4:30 - 6:00 pm
Networking	6:00 - 6:30 pm
Dinner	6:30 - 7:15 pm
Program	7:30 - 8:30 pm

MEMBERS \$20 NON-MEMBERS \$25 STUDENTS/RETIREES \$10
MEMBERS \$25 AT THE DOOR WITHOUT A RESERVATION

*We are now taking VISA and MASTERCARD
for registration and other events*

PRESIDENT'S MESSAGE



Frank Maus

Thanks for everyone who attended our October meeting. Joachim Kragl of Engel put on a very good technical presentation on the advantages of water-assist molding. He took a very objective approach in comparing the process to gas-assist molding.

It was our biggest non-tour meeting in years. It was great to see all of the new faces, as well as others getting back involved in SPE.

I would like to thank Roger Shearer and all of the Edison State students who attended the meeting. Mickey Brandon of Marco Molding, Jack Bell of Midwest Plastics Systems, Dean Kroger of General Polymers, Rob Jergens of Jergens Innovative Technologies, and The Minco Group (ASPM) sponsored the students. Roger and Edison State also provided the needed A/V equipment.

If you know of non-SPE members who would enjoy attending a meeting, certainly invite them. They are more than welcome. At our website, www.mvspe.org, they can download an abridged version of the newsletter with all of the meeting information.

This month's meeting is one you don't want to miss. With the topic being plastic part design, it affects almost all disciplines in plastics. Product designers, mold designers, moldmakers, processors, material suppliers, and new people in the plastics industry will all benefit from Glenn's 40+ years in designing plastic parts. I urge you to get your reservations in early.