

Where Will YOU be in June? (So Many Reasons to Go!)

(Editor's Note: The focus of our "International Marketing Forum" may not always be entirely international in scope. If you have ideas about subject matter, give us a call, anytime, at 414-332-8002 or 202-974-5230.)

**By: Craig Messerknecht,
VP Marketing & Global Product
Development, D-M-E Company**

I'd like to start by saying that this June, I'll be in Chicago at NPE 2009. And I hope you'll be there, too.

The reasons to be there are many!

From the eyes of a vendor, such as D-M-E, we target NPE as the major show for new product introductions. Companies like ours aim to have new technology and products available by NPE and work hard to meet your expectations of the newest solutions for your company that address issues from cutting costs to increasing

Craig Messerknecht



productivity to reducing your carbon footprint.

It isn't about us, though. NPE is for you, the customer – the moldmaker, the processor, the OEM, the product designer. Suppliers around the world are getting ready to show you the very best they have to offer: never-before-seen products and solutions, never-before-heard technical and business seminars and never-before-met industry experts.

Comparison Shopping

Many of you or – dare I say – all of you are charged with finding ways to save money, make the best use of your investments and improve processes and efficiencies. And even in the age of the

McCormick Place - West



Internet, it's difficult to keep up with what the best cost saving solutions are for you. That's just too many web sites to visit! But NPE, with over 1,500 exhibitors signed up so far, is a great place to do comparison shopping. The ability to shop around for a couple days can more than save you the cost of your trip by finding the ideal product or service for your mold making business. The return on your show investment is there for the taking.

While new projects at your shop may be on hold for now, use this as the opportunity to research what you'll need to complete that project, so when the funds become available again, you're prepared to move forward without delay to ensure you're ahead of your competition.

Being Heard

NPE is a two-way street, too. It's not just suppliers out highlighting new products and hoping you will buy. It's also a venue for us to find out what you're looking for. Whether through formal ques-

tionnaires or informal discussions on the show floor, we're there just as much to listen to you as you are to listen to us.

Your feedback, relating your latest challenges and priorities, etc., fuels the R&D pipeline

for the next three years so that we can provide you with products that you really need to improve your business. If you have a challenge, and I'm sure you do, we want to hear it and work together to solve it for you and for other businesses, as well.

Don't Just Work in It – Participate in the Industry

When it comes down to it, I don't believe that anyone can be competitive by hiding in the shell of their building and expecting to be taken seriously as a worldwide or even nationwide competitor. Yes, NPE is about new technologies and presentations. But it's also about getting tune with the industry. The industry exists outside of where we live and work, so you have to go outside of those places to really be a part of it – to get the latest news, find out what's exciting, shake some hands, get some business cards and have a beer with a supplier, customer or even competitor.



Continued, next page...

The International Marketing Forum

...Continued from page 6

Bottom line is others will be there. They will be making new contacts, finding better ways of doing business and learning the newest moldmaking techniques from experts only NPE, MoldMaking Expo and Antec together can offer. So while you are sitting at your facility, conducting business as usual, others will be passing you by.

international plastics design competition



So much to see at NPE! Design competition is international!... MoldMaking Expo is co-located!... Biodegradable bioplastics and biopolymers!... Sustainability!

103000. I look forward to talking to you and learning more about your business, as well as what you'd like to see in future columns regarding international marketing for mold makers.

I'll see you there!

-- CM

GBC Mission Statement: ...to increase global awareness and competitiveness by providing resources to SPI members, while fostering growth of the plastics industry worldwide.

GBC Meetings: (Future meetings of the Global Business Council will be announced in this column as appropriate.)

References and International Events: GBC is comprised of more than 100 SPI members from all segments of the industry. GBC Committee: Dave Lawrence, D-M-E (Chair); Richard LeNoir, Basell USA Inc. (Vice-Chair); John Blundy, Incoe Corp; Al Cotton, NYPRO Inc.; Steve DeHoff, Stress Engineering Services; Larry Doyle, The Conair Group; Van Durham, Injection Technologies; Al Hodge, Standex Engraving Corporation; Rob Kittredge, Fabri-Kal Corp.; Peter Langerak, Dupont Polymers; Bruce Lecky, Drader Manufacturing Industries Ltd.; Michael Lynch, Illinois Tool Works, Inc.; Jess A. Mellenthin, Plastic Ingenuity Inc.; Wylie Royce, Royce Associates; Charles Sholtis, Plastic Molding Technology; Ursula Tober, Ticona.

International Events: Asiamold 2009, Sep 16 - 18, 2009; Sponsored by: Messe Frankfurt, Poly World Trade Centre Expo Guangzhou, China; contact: Messe Frankfurt at +852-2238-9970

(Editors Footnote: We invite YOU to become a resource for and contributor to THE MOLDBAKER JOURNAL. **How about a Q&A, for example?** We freely invite readers to offer your own suggestions as to subject matter for the "International Marketing Forum," and to make recommendations as to other topics we might try to cover in these pages. Our focus in future may not be completely about global marketing, but we need your input to determine the best kind of news and information to bring to the Moldmaking Profession.)

THE MOLDBAKER JOURNAL invites you to "Talk Back!"
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