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Techmer PM President Focuses on How to Maximize Value in an Era of Global Change

Value creation in the rapid-paced, global-scaled 21st Century demands new ways of doing business, according to John Manuck, President and CEO of Techmer PM. Manuck will project his vision for competing successfully in an era of globalization at AMI's *Thermoplastics Concentrates* conference on February 25, 2008, in Phoenix, Arizona. Manuck will tell fellow executives that many of the dynamics of value creation in the new century are already in motion at Techmer PM. To remain competitive as a producer of solid, sustainable value, Manuck contends successful companies must become more agile in strategy development, execution, innovation, and organization and more efficient at responding to customer needs for improved productivity and innovations that spark growth.

In particular, Manuck will tell conference executives that companies must be willing to build or streamline truly globally linked organizations. "The most important characteristic of this 21st Century strategy," says Manuck, "will be a move away from the 'King of the Hill' value chain where information sharing is rare and each operation protects its own interests to a 'collaborative' value chain that fosters a 'win/win' climate and is sustainable through continuous improvement."

Techmer PM is a major producer of value-added colorants and additives for the plastics and fiber industries. The company has worldwide manufacturing capabilities focusing on high-performance applications where quality, technical support, and problem solving are critical.

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