

Techmer PM President Outlines Strategies

Pursue long-term profitability! That's the heart of the message that John Manuck, President and CEO of Techmer PM, will present to the Thermoplastic Concentrates 2007 conference in Phoenix, Arizona on February 19-21.

In his talk, "Strategies for Competing in a Changing Marketplace," Mr. Manuck will outline a positive approach for conquering the challenges that confront today's plastics industry.

"The entry of low-cost plastics processors in China and India has clearly transformed the worldwide plastics industry. But that's no excuse," asserts Mr. Manuck, "for such detrimental responses as substituting cheap raw materials without proper testing or violating confidentiality agreements to foster an Asian source of a proprietary product developed in the West."

Instead of concocting shortsighted measures that will, in the end, negatively impact a company's future prospects, Mr. Manuck urges industry leaders to join Techmer in learning how to compete. These steps require close partnerships based on "lean enterprises," strategies, and mutual trust.

"Becoming a lean enterprise is an unending process, a continual striving for improvement," Mr. Manuck admits. "It's a lot easier though, when companies work together and leverage their respective strengths in the pursuit of shared goals."

Techmer PM is dedicated to the lean enterprise approach. That's essential—but not sufficient. Mr. Manuck realizes that his company's long-range prosperity also depends on teaming up with reliable partners, both customers and suppliers.

To companies willing to engage in long-term collaborations, Mr. Manuck will commit Techmer PM's resources to win-win-relationships that involve co-development of new products, constant improvement of existing products, and a clear definition of the value proposition going forward. "In summary," he says, "we want partners who dance to the same beat and share our vision of mutual success."

Mr. Manuck will address the Thermoplastic Concentrates 2007 meeting February 19, 2007. The conference is being held at the Crowne Plaza San Marcos Resort in Phoenix, Arizona.

Techmer PM is a major producer of value-added color and additive masterbatches for the plastics and fiber industries. With ISO 9001-certified plants supporting a worldwide customer base, Techmer PM specializes in high-performance applications where quality, technical support, and problem solving are critical.



January 2007

*Techperseâ,,ç is a registered trademark of Techmer PM, LLC.

#####

Mark Jordan	Herbert Margrill
Techmer PM	Margrill and Associates
18747 Laurel Park Road	154 Chambers Street
Rancho Dominguez, CA 90220	New York, NY 10007
(310)632-9211	(212) 608-6270
(310)886-3485 Fax	(212) 608-7756 Fax
mjordan@techmerpm.com	margrill@aol.com
www.techmerpm.com	www.margrill.com