



produced by **spi**

**April 1-5, 2012
Orlando, Florida USA**

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NPE2012: FACTS FOR THE PRESS

The NPE plastics and elastomers exposition is a triennial event produced by SPI: The Plastics Industry Trade Association. The world-scale NPE2012 will take place April 1-5, 2012 at the at the Orange County Convention Center in Orlando, Florida. The educational program will begin on Sunday, April 1. The first day of the four-day trade show will be Monday, April 2. For more information on NPE2012, visit www.npe.org.

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NPE2012: The 27th NPE Will Be A New Beginning

Marking a dramatic shift in the 66-year history of NPE, NPE2012 will take place at the [Orange County Convention Center \(OCCC\)](#) in Orlando, Florida.



Orange County Convention Center: West Building

In comparison with Chicago's McCormick Place, where NPE has been held since 1971, the new venue will provide these opportunities:

- ***Lower costs for exhibitors and attendees.*** A systematic comparison by SPI indicated that the move to Orlando makes possible these average savings: 48% on utilities for booths; 19% on on-site hauling (“drayage”) and rigging services for exhibitors; 23% on lodging; and 11% on travel.

- ***More exciting show, with more equipment running.*** The lower costs at the OCCC, simpler labor rules, and more flexible logistics for setting up and maintaining booths will enable SPI to build a more dynamic show experience by attracting new participants and encouraging bigger and better exhibits, including larger and more numerous machines in full-scale operation.

• ***New travel opportunities.*** In comparison with travel to Chicago's McCormick Place, the savings on travel to Orlando from the U.S. Midwest—a key plastics manufacturing region with Chicago at its heart—is actually: 19%. In addition, Orlando is much more easily accessible to travelers from anywhere south of the United States, making NPE attendance more attractive to industry professionals in Latin America and the Caribbean. And because Orlando is one of the world's most popular destinations for [tourism and vacations](#), it gives attendees from all regions the opportunity to take advantage of business travel by adding extra time for personal or family enjoyment.

Besides the new venue, NPE2012 will include another milestone: the **75th anniversary of SPI**. Since it was established in 1937, [SPI](#) has advanced the interests of the plastics industry, provided companies with a forum to address issues and identify opportunities, and helped catalyze growth—not least by founding NPE in 1946. NPE2012 will be an occasion for celebrating the accomplishments of 75 years and anticipating new opportunities for the industry.

World-Scale Event Will Be a Trade Show and Much More

SPI expects NPE2012 to surpass NPE2009 in size, breadth of content, and range of opportunities for discovering new technologies.



View of the show floor at NPE2009

In 2009, NPE attracted 1,851 exhibitors on 977,660 sq.ft. (88,00 sq. m) of net space; 33% of them came directly from outside the U.S. More than 45,000 people from 19,000 companies in 101 countries registered for NPE2009.

The traditional core event at NPE2012 will be the NPE trade show. It will be the ***largest plastics exposition in the Western Hemisphere***, providing access to North America's \$400-billion/year plastics marketplace and serving as a hub of trade for plastics companies from South America, Europe, and Asia. Exhibiting companies will include: 1) hundreds of firms coming directly from outside the U.S.; 2) the major multinational suppliers of plastics equipment and materials, both U.S.-based companies and U.S. subsidiaries of companies based elsewhere; and 3) the largest number of U.S. domestic suppliers of plastics technologies to exhibit at any plastics event anywhere.

Other programs to be co-located with the NPE trade show will make NPE2012 the most broad-based plastics event of any kind in the world. Among these programs will be:

- ***Co-located conferences and trade shows.*** Co-locations at NPE2009, for example, included SPE ANTEC® 2009, the world's largest plastics technical conference; educational programs organized by SPI and partner organizations; and trade shows focusing on moldmaking and rapid product development.



- ***2nd International Plastics Design Competition.*** Open to entrants from all nations, the [competition](#) will showcase innovative applications by designers and processors serving appliance, automotive, medical device, packaging and other consumer and industrial markets.

Broad Range of Products and Services on Display

Among the exhibitors at NPE2012 will be the world's major suppliers of ***primary processing and auxiliary equipment; machine and mold components and supplies; resins and compounds; additives, fillers, and reinforcements; and moldmaking services.***

Throughout the NPE2012 exhibit floor, visitors will find commercial-scale equipment in full operating mode. Often this will take the form of entire production cells, including material handling systems, primary processing machines, beside-the-press auxiliaries, robots and other automation systems, and even finished-product packaging.

Besides hundreds of free-standing company exhibits, the NPE2012 show will include multi-exhibitor pavilions focusing on the following:

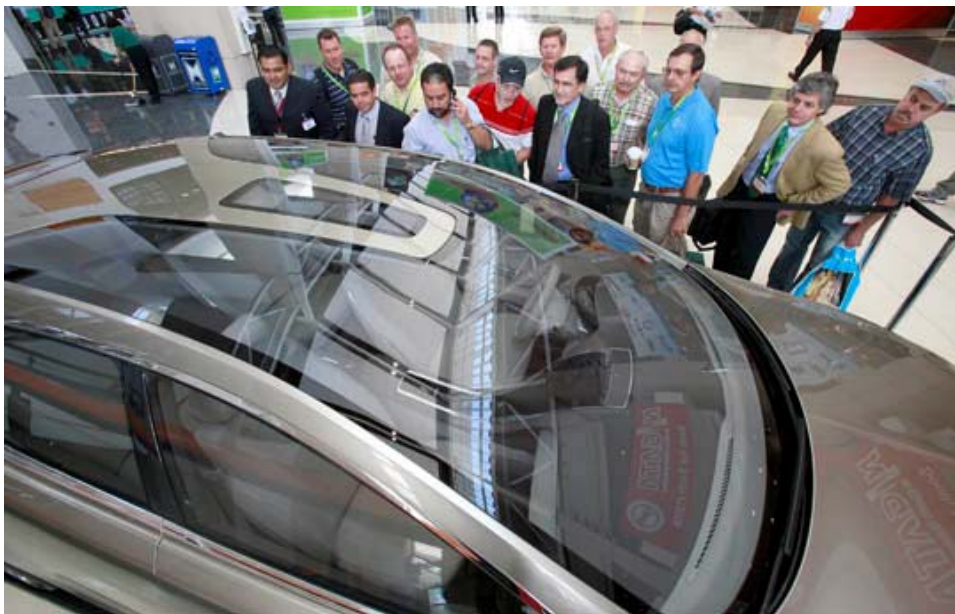
- [Sustainability](#) and relevant technologies such as [bioplastics](#), energy conservation, and alternate energy sources.
- *Emerging technologies* such as nanocomposites.
- *Specialized industry sectors* such as thermoforming, rotational molding, and elastomers.

There will also be extensive exhibitor representation in many other technological and commercial categories (listed alphabetically in this table):

CATEGORY	EXAMPLES OF PRODUCTS OR SERVICES
Custom Processing	Companies that compound, mold, extrude, thermoform, recycle
E-Commerce	Raw materials; equipment; design services; end-use markets
Fabricating / Assembly	Adhesives, fasteners, machining equipment, cutters, welders
Finishing / Decorating	Coating, labeling, decorating, and printing systems and supplies
Industry Media	Magazines, newsletters, websites, directories, technical books
Post-Extrusion	Systems for pipe, profile, film and sheet, wire and cable
Sensors & Monitors	Vision systems, scanners, thermometers, scales, transducers
Site Selection	National, regional, state, and local development agencies; electrical utility companies
Specialized Services	Worker training and certification; trade associations
Specialized Software	CAD, CAE, CIM, plant-wide monitoring, business management
Testing & Quality	Lab instruments and software; color analysis; testing services
Web Converting	Surface treaters, thickness gauges, coaters, slitters, winders

Plastic Products for Every Aspect of Modern Life

Exhibits at NPE2012 will reflect the entire range of industrial and consumer applications of plastics and provide an advance look at product innovations that will improve the lives of people everywhere. Typical examples from past NPEs range from design concepts for tomorrow's automobiles or kitchen counters to the latest commercial breakthroughs in critical medical devices, micro-precise electronic connectors, stylish cosmetics containers, power-tool housings, optical storage media, home insulation, automated toys, metal-replacing gears, and rubber-replacing gaskets.



Concept car on display at NPE2009 had swept-back glazing made from polycarbonate.

Fully represented at NPE2012 will be broad, multifaceted major markets like *appliances, automotive, building & construction, electrical & electronics, medical, and packaging*. In addition, exhibitors will present new developments for market sectors such as:

Aerospace	Gears	Personal Care Products
Agriculture	Glazing (Window & Door)	Pipe & Conduit
Bags, Wraps & Liners	Housewares	Plumbing Supplies
Business Machines	Lawn & Garden	Sports and Recreation
Environmental Protection	Luggage	Tanks & Containers
Fasteners	Marine Products	Tools
Footwear	Material Handling	Toys
Furniture	Office Products	Wire & Cable

News for Every Sector of the Press

Because of the size and global importance of NPE2012, many companies will use the exposition as a stage to introduce groundbreaking technologies or announce major business ventures. *Journalists from around the world* will find newsworthy developments on the exhibit floor, at news conferences, and in interactions with the multitude of industry decision makers attending the show. Print, broadcast, and on-line news media covering NPE2012 will include:

- Plastics media of all types
- Media serving the appliance, automotive, building and construction, electrical and electronics, medical, and packaging industries
- Industry media focusing on industrial management, design engineering, plant engineering, machine and tool building, chemicals, and purchasing
- Business and general-interest or consumer media

Nearly 300 editors and reporters registered to cover NPE 2009. For NPE2012, SPI began regularly distributing announcements to the press in the fall of 2009. Starting in mid-2011, these and all subsequent news releases, along with other information and photography for editors and reporters, will be posted in the Press section of the www.npe.org website. These materials will be presented in *multiple languages*.

Orlando: Exciting Venue for Business and Leisure

The [city of Orlando](#) is in central Florida at the core of a metropolitan area with more than two million people. Well-known resorts and theme parks such as [Walt Disney World Resort®](#), [Worlds of Discovery®](#), including [SeaWorld Orlando®](#) and [Discovery Cove®](#), and [Universal Orlando Resort®](#) have made the area an international tourist destination.



Entrance to Universal Studios



Discovery Cove at SeaWorld Orlando

The [Orange County Convention Center](#) in Orlando offers 2.1 million sq.ft. (195,000 sq.m) of exhibit space in two large exhibit halls. The halls are connected by a 1,500-ft. (460-m) walkway with moving sidewalks. Adjacent to the exhibit areas are 74 meeting rooms (235 breakouts). The total parking capacity is 8,227. According to the Orlando/Orange County Convention & Visitors Bureau, Inc., there are 115,000 hotel rooms in the Orlando area, 9,100 of them within walking distance from the center. [Orlando International Airport](#) is 20 minutes away.

More information about the Orange County Convention Center is available at www.occc.net. Information on Orlando and surrounding Orange County is available at www.visitorlando.com.

SPI: Founder and Sponsor of the NPE Expositions



Founded in 1937, SPI is the plastics industry trade association representing the third largest manufacturing industry in the United States. SPI's member companies represent the entire plastics industry supply chain, including processors, machinery

and equipment manufacturers and raw materials suppliers. The U.S. plastics industry employs 1.1 million workers and provides nearly \$379 billion in annual shipments. Visit www.plasticsindustry.org.



SPI's president and CEO is William R. Carteaux. Gene Sanders is senior vice president in charge of trade shows and conferences. Tracy Cullen is senior vice president of marketing and communications. Besides these and other SPI officials, the members of the NPE2012 Executive Committee also are closely

involved in planning for the show. Committee members are volunteers who continue to carry out corporate responsibilities while working on NPE2012. Chairman is John Effmann, director of sales and marketing for ENTEK Manufacturing, Inc. Vice-chairman is James O. (Jim) Murphy, president, extrusion systems, Davis Standard LLC.

Martino Communications: Serving the Press for NPE2012

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