

STRUCTURAL PLASTICS CONFERENCE

INNOVATION AND DESIGN EXCELLENCE



33rd Annual Conference
and Design Competition
of the SPI
Structural Plastics Division

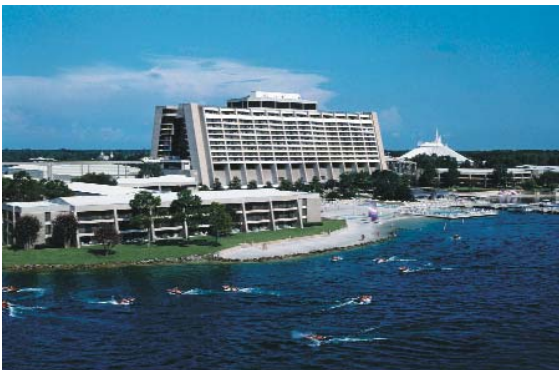
New Product Design Competition Entry Application Form

March 20 – 23, 2005

Walt Disney World®

Contemporary Resort and Conference Center

Lake Buena Vista, Florida



Sponsored by the Structural Plastics Division (www.plasticparts.org)
A Business Unit of The Society of the Plastics Industry, Inc.

Endorsed by:
Industrial Designers Society of America Materials
and Process Section (IDSA M&P)





New Product Design Competition



Sponsored by the Structural Plastics Division
A Business Unit of The Society of the Plastics Industry Inc.

OVERVIEW

What is the New Product Design Competition?

The competition is a non-commercial product showcase of the Structural Plastics Division's annual conference that promotes new developments, applications and technologies used in the structural plastics industry. The event recognizes molders, designers, toolmakers and end-users for design excellence, and exhibits innovation in a wide range of engineering, specialty and commodity materials. Product applications displayed are manufactured from standard injection molding, co-injection, low-pressure structural foam, reaction injection molding, blow molding, thermoforming, rotational molding and other progressive plastic processes from multiple markets. First place awards are presented to those companies entering the most innovative commercial products in their market category.

The design competition is complimented by technical presentations reviewing the latest technologies and progressive techniques in the plastics industry. And a company exhibit area that is located within the same room as the product displays. **We encourage each entrant to consider participation in these two events to increase exposure.** For more information on submitting an abstract or reserving a booth within the exhibit area, visit the SPD Website, www.plasticparts.org or contact Karen Miles at 800.525.3984; Email: kmiles@socplas.org.

Who is in Attendance?

The value of this conference is outstanding, each year key industry leaders gather to learn more about new processing technologies, market developments and applications. For over 30 years, our conference has been an educational center for OEMs ~ forward thinking Industrial Designers ~ Manufacturing Engineers ~ Tooling Engineers ~ Product Development Managers ~ Moldmakers ~ Equipment & Technology Providers ~ Material Suppliers ~ and Processors.

Spotlight on Parts ~ Sunday, March 20, 2005 ~ 5:00 - 7:00 p.m.

This event is the grand-opening reception for the Design Competition. Although the competition is non-commercial, *Spotlight on Parts* is a two-hour event **that permits** the display of your company brochures, and marketing information that detail the uniqueness of your entry. Participation in this event will yield dividends through increased exposure at the conference, and provide a forum to get the word out about your company's product. Conference attendees, the press, and the panel of judges use this event as their best opportunity to collect details about all entries.

Networking and the Press

Opportunities are available throughout the conference as attendees seek information related to part design, process selection, tooling, prototyping, material selection, finishing and assembly. Our conference averages 12 press editors covering the show annually, and with OEMs in attendance, this event once again is of great marketing value.

Last year's press list included representatives from: *Design News*, *Injection Molding Magazine*, *J4 Communications*, *Modern Plastics*, *Plastics News*, *Plastics Technology Magazine* and the Japan Plastics Consultant Office.

March 20–23, 2005

Disney's Contemporary Resort and Conference Center ~ Lake Buena Vista, Florida



Who Judges the Competition?

The design competition planning committee selects a panel of judges who are authoritative sources in the industry and are qualified to determine what represents change in the state-of-the-art. The judges will not be from participating companies and will remain anonymous.

What Criteria are used?

Entries are judged on innovation in unique and creative application of process, design, tooling, materials, finishing and markets. Then, the overall implementation of the entry, including aesthetic effect and manufacturing quality, is factored into the judging. As the state-of-the-art progresses, the quality of the part should not be sacrificed, so improvements in the part are judged in light of today's quality standards.

What Determines Innovation?

Innovation is the act of being creative, introducing something new, and representing a progression of the state-of-art. Innovation represents change, therefore, the following examples are not meant to be all-inclusive.

Process Innovation:

- ❖ Unusual combinations of multi-process parts
- ❖ Early applications of new process technology
- ❖ First use of a particular process to produce a particular part
- ❖ Use of new blowing agents
- ❖ Improvement in cycle times
- ❖ Parts produced outside traditional guidelines for a process

Design Innovation:

- ❖ Tightening of tolerances
- ❖ Use of new prototype techniques
- ❖ Use of innovative CAD techniques
- ❖ Use of cooling techniques for part application
- ❖ New aesthetic appearance
- ❖ New ergonomic approaches

Tooling Innovation:

- ❖ New use of tooling materials
- ❖ Use of different and unusual textures
- ❖ Use of difficult to achieve undercuts, bosses and stand-offs
- ❖ Use of unusually complex tooling
- ❖ Pioneering work with tolerances
- ❖ Use of new machining techniques

Materials Innovation:

- ❖ Use of new materials never before used in a process
- ❖ First use of material
- ❖ Unusual combinations of materials through process
- ❖ Unusual combinations of materials from multi-processes
- ❖ Use of adhesives in a different fashion
- ❖ Use of recycled materials

Finishing Innovation:

- ❖ Use of new coatings
- ❖ Elimination of paint
- ❖ Application of mist coats vs. two or three coats
- ❖ Different application of EMI-RFI coatings
- ❖ Molded-in finishes
- ❖ Co-injection use to achieve differentiated aesthetic look for functional application

Markets Innovation:

- ❖ Pioneering applications into new markets by any of the above criteria
- ❖ New application for plastic substitution from traditional materials (metal, glass, ceramic, wood or paper)



Commercial Product Awards

Conference Award: Presented to the most innovative entry in the parts recognition. The winner of this award enters the Structural Plastics Division's Hall of Fame.

People's Choice Award: Conference attendees vote for their choice of the most innovative entry. This award winner may or may not coincide with the Conference Award winner.

Judges' Award: Judges reserve the right to present a Judges' Award to a part that stands out among the entries, but does not win its category.

Single Part Award: Presented to the most innovative single part entered. If the part is a component of a total system, it will be eligible for the single part award only if entered in the single part category.

Environmental Award: Presented to an entry for the most innovative use of recycled material or design that provides for recycling through product disassembly, use of compatible materials or manufacturing applications. Such characteristics must be emphasized when completing Sections 1 and 2 of the entry form.

Individual Category Awards: First place awards to the most innovative commercial product entry in each category. Fifteen category awards were presented at the 2004 New Product Design Competition in Charlotte, North Carolina.

9th Annual IDSA/Plastics News Design Award: The Industrial Designers Society of America (IDSA) and Plastics News sponsor this award presented to a commercial product entry in recognition of the important work performed by industry designers and to highlight the fruits of teamwork between designers, toolmakers and manufacturers. The judges for this award are selected by IDSA.

2004 AWARD WINNERS

Conference Award
ISDA/Plastics News Design Award
People's Choice Award
Recreation & Leisure Award
 Top Cowl and Cowl Assembly for a
 Supercharged Four Stroke Marine
 Outboard Engine
Mercury Marine

Agriculture/Lawn & Garden Award
 John Deere 7000
 Tractor Engine Enclosure
Bemis Manufacturing Company

Building & Construction Award
 Stormwater Chamber & End Caps
Stormtech, LLC

**Computer & Business Equipment
 Award**
 Xerox Corporations WorkCentre™ Pro
 40 Color Advanced Multifunction
 Office System
GI Plastek

Furniture Award
 Institutional Chair Assembly
Innovative Injection Technologies

Industrial/Military Award
 Plastic Bag Filter
Envirotech Molded Products, Inc.

Judge's Award
 F-250/350 Running Board
Composite Products

Medical & Scientific Award
 eMAR Cart
Rubbermaid Medical Solutions

**Retail/Consumer Products &
 IDSA Student Award**
 Eleganzia Serving Line
Tupperware Corporation

Single Part Award
 John Deere 7000 Tractor Top Hood
Bemis Manufacturing Company

Transportation Award
 John Deere Gator CS/CX and
 Gator MPX
Bemis Manufacturing Company



NEW PRODUCT DESIGN COMPETITION RULES

1. OEM's, designers, molders, and moldmakers are eligible to submit entries.
2. *OEM Definition:* An Original Equipment Manufacturer (OEM) is a company that produces complex products—such as a computer—utilizing plastic components purchased from other companies.
3. Entries must utilize a plastic process technology and be designed to provide support, bear a load, and/or enclose.
4. A commercial product entry must be a current production part or in production by December 31, 2005.
5. The Design Competition Planning Committee reserves the right to re-categorize a commercial product entry and merge categories that do not have at least three entries.
6. Use of trademarks, or other forms of commercial advertising, is prohibited. The Design Competition Planning Committee reserves the right to remove any display or other information from an exhibit that violates the non-commercial spirit of the competition. (**Exceptions:** The display of company brochures and information is permitted only during the “*Spotlight on Parts*” on Sunday, March 20, 2005 from 5:00 - 7:00 p.m. **The Committee will permit images of product or part used in it's entirety. No trade names should appear on the images**)
7. Competition entry fees do not include access to the exhibit hall. Only participants who have paid all applicable registration fees for the SPD Conference, March 20-23, 2005 are permitted to enter the exhibit hall.
8. If registered for the conference, competition participants are permitted to stand at their entry and answer questions from attendees when the exhibit hall is open.
9. Previous award winners may be displayed, but will not be eligible for the competition awards—the same fee schedule applies.
10. No electric power hookups are permitted.
11. If a single part is a component of a total system, it will be eligible for the single part award only if entered in the single part category. Judging for this category will be based only on the attributes of the single part and will not relate to its market category or system.
12. The Design Competition Planning Committee reserves the right to reject any entry received after 2:00 p.m. Eastern on Friday, March 18, 2005.
13. It is the entrants responsibility to ensure delivery, arrange set-up, dismantle and return shipment of the entry to and from the Contemporary Conference Center in accordance to the New Product Design Competition schedule.
14. Premature removal of a product entry will result in disqualification from the competition. Entry cannot be removed until 2:00 p.m. on Wednesday, March 23, 2005.
15. It is the entrants responsibility to remove your product entry no later than 2:00 p.m. Wednesday, March 23, 2005, or it will be disposed of. The Structural Plastics Division, The Society of the Plastics Industry, Inc. and/or the Freeman Companies bear no responsibility for entries left unattended during take down or those entries for which prior shipment arrangements have not been made with the Freeman Companies.

March 20–23, 2005

Disney's Contemporary Resort and Conference Center ~ Lake Buena Vista, Florida



Commercial Product

Entries in this classification must be a production product or part utilizing a plastic process technology and designed to provide support, bear a load, and/or enclose. The entry must be currently in commercial production or production molds must be ordered with commercial production to begin by December 31, 2005.

Entry Descriptions ~ Critical to Judging

The *Guide to the New Product Design Competition* is distributed to conference attendees, press, and the judges. The entry description and judging criteria will be taken directly from the information provided on the enclosed entry form. Therefore, it is critical to provide a complete and accurate description. Inaccurate representations of the real value of your product may diminish the entry in the competition. Entry Descriptions will be limited to only **one page, 8-1/2 x 11**. The New Product Design Committee reserves the right to edit descriptions as necessary.

Entry Fees

- **SPI Members and OEM's:** First Entry is \$125 per entry. Each additional entry is \$75 per entry.
- **Non-Members:** First Entry is \$175 per entry. Each additional entry is \$125 per entry.

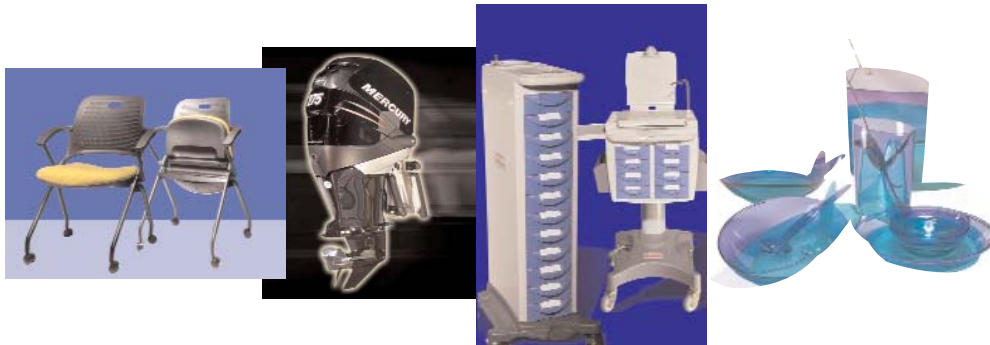
Entry Deadline

There are two application deadlines to meet eligibility:

1. **Product entry deadline:** Complete page 1 of the entry application form and return by March 11, 2005. This page lists the company that is entering the part, contact information and the product name/purpose. The information is important for assignment of your part to market categories and marketing your product entry.
2. **Product description deadline:** Complete page 2 of the entry application form and return before Sunday, March 20, 2005 at 2:00 p.m. After this date products may be displayed, but will not be recognized by the competition judges. The information is used to create your entry description that is posted near your product entry.

Shipping

Freeman Decorating has been retained as the exclusive decorator for trouble-free shipping, set-up and the dismantling of your product entries at the Contemporary Conference Center. Upon receipt of your completed entry form you will receive an exhibitor package via email from the Freeman Company - Total Showcase. In the interim, if you have any questions related to the shipping or set-up of your product display, contact their representatives at (407) 816-7900, and reference the Structural Plastics New Product Design Competition.



March 20–23, 2005

Disney's Contemporary Resort and Conference Center ~ Lake Buena Vista, Florida

NEW PRODUCT DESIGN COMPETITION SCHEDULE



Exhibitor Move - In

| | | | |
|-----------------|----------------|------------------------|---------------------|
| SATURDAY | March 19, 2005 | 12:00 p.m. - 4:00 p.m. | Exhibit set-up only |
| SUNDAY | March 20, 2005 | 8:00 a.m. - 4:00 p.m. | Exhibit set-up only |

Exhibit Hours

| | | | |
|------------------|----------------|------------------------|--|
| SUNDAY | March 20, 2005 | 4:30 p.m. - 6:30 p.m. | Spotlight on Parts: Official Design Gallery Opening |
| | | 6:30 p.m. - 8:30 p.m. | Exhibit Area Closed (Competition Judging) |
| MONDAY | March 21, 2005 | 10:00 a.m. - 2:30 p.m. | Exhibit Area Open |
| | | 2:30 p.m. - 4:30 p.m. | Exclusive Press Tour & Reception (Invitation Only) |
| TUESDAY | March 22, 2005 | 8:00 a.m. - 2:00 p.m. | Exhibit Area Open |
| WEDNESDAY | March 23, 2005 | 8:30 a.m. - 11:30 a.m. | Exhibit Area Open |

Exhibitor Dismantle/Move-Out

| | | | |
|------------------|----------------|------------------------|-----------------|
| WEDNESDAY | March 23, 2005 | 11:30 a.m. - 6:00 p.m. | Exhibit Removal |
|------------------|----------------|------------------------|-----------------|

For more detailed information about the Structural Plastics Division Annual Conference and Design Competition, visit the SPD Web Site: www.plasticparts.org, or contact Karen Miles, Structural Plastics Division. E-mail: kmiles@socplas.org, Phone: (800) 525-3984.

Check out the following related web sites...

- Structural Plastics Division: www.plasticparts.org
- Society of the Plastics Industry www.plasticsindustry.org
- IDSA Materials and Process Section: www.idsa-mp.org
- Freeman Decorating www.totalshow.com
- Walt Disney World®: www.disneyworld.com
- Orlando Visitors and Conventions Bureau: www.orlandoinfo.com
- Visit Florida www.flausa.com
- Orlando Airport: www.orlandoairports.net



33rd Annual Conference and Design Recognition

March 20–23, 2005 • Disney's Contemporary Resort & Conference Center
Sponsored by the Structural Plastics Division – A Business Unit of the Society of the Plastics Industry, Inc.

PRODUCT ENTRY APPLICATION FORM

DEADLINES: March 11, 2005 - Product Entry Application – Page 1
March 20, 2005 (2:00 p.m. Eastern) - Product Entry Description – Page 2

Company Entering Part _____

Designer OEM* Molder Moldmaker

Address _____

City _____ State _____ ZIP _____

Official Representative _____

Telephone (____) _____

FAX (____) _____

* Signature of representative: _____
official representative

date _____

Name and company of individual to receive award if part wins

CONTACT PERSON FOR ENTRY

Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

Telephone (____) _____

FAX (____) _____ E-Mail _____

This Section Must Be Completed – Only One Classification Allowed Per Entry

COMMERCIAL PRODUCT: This product is currently in commercial production or production molds have been ordered.
Commercial production will begin by December 31, 2005.

Check One

Agriculture

Appliances

Automotive

Building & Construction

Computer & Business
Equipment

Consumer Electronics

Furniture

Industrial & Military

Lawn & Garden

Materials Handling

Medical & Scientific

Recreation & Leisure

Retail/Consumer Products

Single Part

Transportation

Other _____

(PLEASE DO NOT USE TRADE NAMES)

PRODUCT NAME: _____

PRODUCT FUNCTION/PURPOSE: _____

MOLDER

Name _____

Address _____

City _____ State _____ ZIP _____

Telephone (____) _____ FAX (____) _____

MOLDBAKER

Name _____

Address _____

City _____ State _____ ZIP _____

Telephone (____) _____ FAX (____) _____

OTHER:

Name _____

Address _____

City _____ State _____ ZIP _____

Telephone (____) _____ FAX (____) _____

DESIGNER

Name _____

Address _____

City _____ State _____ ZIP _____

Telephone (____) _____ FAX (____) _____

ORIGINAL EQUIPMENT MANUFACTURER (OEM)*

Name _____

Address _____

City _____ State _____ ZIP _____

Telephone (____) _____ FAX (____) _____

* OEM Definition: Original Equipment Manufacturer (OEM): Company that produces complex products – such as a computer – utilizing plastics components purchased from other companies.

(Please enclose a photograph and/or any advertising literature available on this product.)

METHOD OF PAYMENT & ENTRY FEES

SPI Members/OEMs: First entry is \$125 per entry per category;
Each additional entry is \$75 per entry per category.

Non-Members: First entry is \$175 per entry per category;
Each additional entry is \$125 per entry per category.

Check enclosed. Please charge my VISA MasterCard AMEX

Account # _____ Exp _____

Name on Card: _____

Signature _____

Complete Page 1 (Product Entry Application)
and mail along with entry fee to:

Karen Miles

The Society of the Plastics Industry, Inc.
Structural Plastics Division

1667 K Street, NW, Suite 1000 – Washington, DC 20006-1620

or, if paying by credit card, fax to: 202/296-7259

Page 1
(form continued on next page)

PRODUCT DESCRIPTION FORM, Page 2

To download this form in Microsoft Word visit the SPD website: www.plasticparts.org/conference/index.htm
This form must be returned by March 20, 2005 at 2:00 p.m. Eastern

Descriptions are limited to one 8-1/2 X 11 page

COMPANY _____ PRODUCT NAME _____

1. PART ENTRY DESCRIPTION. Briefly describe the critical elements of your entry as well as why the entry is uniquely innovative without using trade names. **Emphasize the five most important details about the product that you would include in a press release.** Judges will use the description to understand why it is special, so it must have a strong promotional appeal for the entry. You must take the time to describe the uniqueness of your part. The committee cannot and will not promote the entry for you. **The description appearing here will be used to describe your entry in the New Product Design Competition Guide.**

2. WHY IS THIS PART INNOVATIVE?

3. PROCESS:

Indicate Process Used

- Low Pressure Structural Foam
- Counter Pressure
- Thin Wall
- High Pressure Structural Foam (Expanding Mold)
- Gas Injection Molding
- Injection Molding
- Reaction Injection Molding (RIM)
- Structural Reaction Injection Molding (SRIM)
- Extrusion Blow Molding
- Thermoforming
- Coinjection Molding
- Other _____

Why was this process chosen?

4. DESIGN:

Design Techniques:

- Design was done using CAD
- Mold flow analysis
- Blueprints were required
- Finite element analysis
- Tooling done from tape
- Other _____

5. TOOLING

- Steel
 - Aluminum
 - Other _____
- Number of Cavities _____

Molded in Texture YES NO

Additional information:

6. MATERIAL (No trade names)

- PPO/PPE
- Polystyrene
- Polypropylene
- Polycarbonate
- Polyethylene
- ABS
- Polyurethane
- Glass Filler _____%
- Other _____

Why was material selected?

7. FINISHING

- Acrylic
- N/A (Unfinished)
- Polyurethane
- Self-Texturing
- Water Base
- Other _____
- Clear Coats

Number of Coats Required (Specify Sealers, Primers, Base)

EMI/RFI Technique

8. ENTRY HANDLING AND DISPLAY INFORMATION

Entry will be hand carried
 requires shipping

Display Requires: Table Top
 Free Standing

Size/Dimensions: _____

Weight: _____

Please be sure that all sections of this form are completed – email, mail or fax this form to:

Karen Miles
SPI Structural Plastics Division
1667 K Street, NW, Suite 1000
Washington, DC 20006-1620
Email: kmiles@socplas.org
Fax# (202) 296-7259