



Branding Inteplast

Valerie Kaiser
AmTopp Division Office

What do our customers think and feel when they hear Inteplast? What do we want them to think and how do we want them to feel? How do we as employees think and feel about our company? What is our purpose for being in the marketplace?

Two years ago Group President, **Dr. John Young**, gave me the challenge of heading a committee composed of creative individuals from each division to unify our marketing literature. At first it was looked on as a chore where we needed to agree on fonts, colors, sizes, etc. And then, the even tougher chore of trying to enforce these new "rules" on departments that were accustomed to doing their presentation material however they wanted. But it was quite obvious that the old way of "anything goes" was not working. There was no continuity at all amongst the various brochures and flyers, even sometimes those from the same product lines! But why, you may ask, is unity important? Well, without any type of unity, there can be no branding – no corporate identity. So what does corporate identity and branding mean and why is it important to us? With fellow committee members **Vivian Tung** - AmTopp, **Alice Lee** - World-Pak, **Urvi Desai** - IBS, and **Joseph Wang** - Inteplast Administration; we set out to answer this and other questions.

Branding is the act of creating a consistent and identifiable image. It is important not only outside the company but within, so that everyone in the company is supporting the same vision of what the company is, what it does and how it does it.



It is easy to understand the importance of a "strong brand" when we think of company's like Nike, Pepsi, or Wal-Mart; but how does that relate to Inteplast? Basically, a strong brand is the positive thoughts and characteristics that people associate with our organization. It is the basis of our company's reputation and the perceived value that we give to our customers. A strong brand distances us from our competitors and effectively communicates the unique benefits that customers will receive if buying from Inteplast. **The end result will be increased sales, greater levels of loyalty with our customers and a strong support foundation from which to launch new product offerings.**

The first step our committee needed to take when starting a commitment to unify and upgrade our marketing material was to define our corporate identity. As Dr. Young wrote in the last newsletter, "quality excellence" and "moral integrity" are key components of our corporate identity. Other items that differentiates us from our competitors are; large scale capacity at all plants, strong belief in the American and local workforce, automation and investment in new technology, vertically integrated to achieve cost effectiveness, environmentally and safety conscious.

Once we were able to verbalize the key points of what makes Inteplast special, the committee took the task of branding this identity. The first improvement we came up with was adding taglines to our company logo. By now everyone has seen the "World of Plastics", "World of Films", "World of Bags", and "World of Green Plastics" logos. We have added these logos to our website and have also created a brochure whose purpose is to highlight each



division, but even more importantly, to unify the three divisions under the Inteplast Group. The brochure is only 3 pages (front and back), but it was designed to give a sense of what Inteplast stands for: Customer Driven, Outstanding Quality, Market Leader, Reliable Supplier, Building a Sustainable Future, Innovative and Continuous Improvement, Volume and Variety. But even if the customer does not get a chance to fully read the brochure, the cover page alone with its modern ice gold paper and soft blue globe below the World of Plastics logo, will convey the message and emotion we want to evoke.

While technical datasheets with product facts and specifications will always be needed in our business, we now realize the importance of creating a positive image. With this in mind the first World of Plastics brochure opened everyone's eyes to a better way of doing things. Stretch Film followed suit with a matching ice gold folder, and we have required all divisions to review any new presentation materials with the committee. Marketing literature that does not convey the same corporate message and "feeling", will no longer be acceptable.

There are two items of particular interest that we are working on: a marketing geared Inteplast DVD and a products logo brochure. The coming new Inteplast DVD will be distributed to the sales team, available to be downloaded from the Inteplast website, and displayed at tradeshow. We have spent a lot of time with the vendor that will shoot this movie to make sure that all of the key points of our corporate identity are portrayed very clearly. This movie is intended to not be merely a source of information on Inteplast, but to convey to the viewer the image we want to present to the outside world.

The other innovative project that the committee is currently working on is a products logo brochure that will be composed of pictures of end use products from each division's product line. We believe that having all these pictures and logos displayed in one brochure will speak for themselves and really impress upon the customer how embedded Inteplast is in the entire plastics marketplace – more so than any other company. The pictures for this brochure have been taken, and we will have this ready for distribution shortly.

Although much work has been done, we still have a ways to go to accomplish the branding task as described above. With the on-going efforts of the committee, support from Dr. Young and the Division Presidents, as well as the continued cooperation of everyone on the management team, we will realize our goal.

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IBS Acquires Saint John Plant in Eastern Canada

IBS was at it again acquiring the Saint John plant in Eastern Canada, formally owned by PCL. Saint John has 26 million pounds of extrusion capacity annually and can convert more than 1.5 billion bags. They have an extensive recycling program that services several of Canada's major supermarket chains as part of their value added services. Recycling capacity stands at 12 million pounds a year.

The primary product lines made in Saint John are Wave Top Bags (thick/thin), Pull Bags, and LLDPE T-Shirt Bags. Saint John also produces a variety of salad bags and specialty type food bags. They can produce regular, recycled or degradable bags in clear, white, beige or yellow colored LLDPE film in a combination of up to 6 colors on one side.

These specialty and LLDPE products are in major demand throughout Canada and soon may become an opportunity for the Sales Team and customers in the United States. Saint John represents the third PCL plant acquired by IBS in the past 10 months. The others are the Delta plant in Vancouver and the North Dighton plant in Massachusetts. Combined capacity of the three plants is nearly 70 million pounds a year of finished product.

These plants are ideally situated across the Canadian border in such a way that they can cover 85% of Canada's 32 million people and businesses, which are within 30 miles of the U.S. Border. Additionally, they can provide support and provide shipping points for some of our most Northern U.S. customers, thus generating freight and cost savings for the company. We believe that our acquisitions have given us a solid foot print in Canada and we expect to realize about \$45 million in 2008 and take the market leadership position in that country in 2009 as IBS expands it's North American platform. The challenge in the future will be to determine what products made at the various plants make sense to stock in multiple locations for the benefit of servicing our customer base in a timely fashion with the full bundle of products. This is indeed an exciting time for IBS. By far, IBS is the leader in North America in terms of breadth of product lines and capacity levels. We have made major inroads with significant and well known customers as a result of these acquisitions including servicing Canada's two largest supermarket chains, Loblaw's and Sobey's.



Inteplast Bag & Film Corporation, Saint John, New Brunswick.

Tony Myers

Retail & Grocery Unit Director, IBS

XF Expands Printing Capabilities

Designed and built in-house at the XF Plant (World-Pak Division), the new 130 inch printing line not only broadens our printing capabilities, but also offers a potential yearly cost savings of over two million dollars. The savings realized by building in-house was over \$600,000 as compared to purchasing a new printer.



XF 130 inch printing line.

The line is capable of running four colors and will support the new M Folding process downstream (See Inteplast News, August 2007). In addition, it will eliminate the need for some folding and unfolding processes by being able to print wider web widths.

Also, yields will be improved significantly as we are now able to more closely monitor quality at the printing line, as lead times for customers will also be improved.

Early production on the new line resulted in much success and we look forward to the future and the line's contribution to expanding our markets. This is just one more example of XF's ability to design and build productive process equipment within the plant.

Bruce Pritchett

Assistant Plant Manager, XF

AmTopp Stretch Introduces Loadstar Elite Series

In the past year, the AmTopp stretch film division introduced a new generation of high performance films. Our Loadstar Elite series consists of handwrap and machine film. Both are highly engineered, technologically advanced, thin-gauged products, which are designed to compete against heavier gauged conventional products. Given that over 60% of the products sold in the industry are conventional and sold strictly on price, our focus with these value-added products is to differentiate ourselves from competition by selling our Loadstar Elite products based on performance.

Our Loadstar handwrap and machine films are engineered with a premium resin blend on state of the art equipment. The handwrap is offered in several different gauges, with the 45 gauge being the most popular. This product has successfully been sold to replace 70 gauge and 80 gauge products. The machine film performs on equipment that exceeds 300% pre-stretch. We have the ability to down-gauge against commodity films and offer equivalent or better performance without sacrificing load containment. This renders the utmost economic value providing exceptional performance at the lowest unit cost. By using less film, AmTopp is reducing the amount going into the waste stream.

The product launch has been very successful. We have also been able to target more sophisticated distributors who sell on value versus cost. The demand for these products has exceeded our expectations, but the two new 180" 9-layer state of the art production lines are able to meet the demands of our Loadstar Elite customers.

Patrick McCormick

Regional Sales Manager, AmTopp

How Does She Do It?

(Part of a continuing series profiling the history of Inteplast.)

One of the goals of profiling members of management in Inteplast News has been to record the history of the company and another goal is to gain a better understanding of what goes on in an operation as large and complex as this one. The position held by **Valerie Kaiser** of AmTopp is an example of the complexity of operations. Kaiser's job represents a vital link with customers. She handles customer complaint resolution, the product data sheets, and regulatory letters concerning BOPP products. She is responsible for headquarters ISO compliance for AmTopp and as described in the article on page 1, she heads up a committee with group wide functions for company branding and image. Kaiser is currently a Technical Engineer for the AmTopp Division, located at Inteplast Group headquarters in Livingston, New Jersey.

Kaiser's career has grown as Inteplast has grown. She joined Inteplast right out of college in 1995, as a packaging engineer in the Technical Department. As the company grew and began to divide along product lines she joined AmTopp's staff working with BOPP. There she began to assume her current role.

In explaining her job to us, she began with customer complaint resolution for BOPP. When a product or shipment does not meet the customers' needs the problem is given to Kaiser from AmTopp's Customer Service Representatives. Kaiser determines the steps to resolution, including whether Technicians need to visit the customer and/or credit is returned to the customer. In an organization with hundreds of millions of dollars sales annually, that's a huge responsibility.

Another responsibility is maintaining the data sheets for BOPP's products. These sheets provide the technical characteristics and properties of the film. Kaiser says she works very closely with **Chris Watts** and **Donna Durio** of the Business Development and Process Technology Department in Texas. The information from the data sheets must be kept current as products change, are added, or deleted from AmTopp's offering. In handling customer verification letters to customers, Kaiser is "officially assuring them of the product they are buying". For example, a customer, based on his end use, may need certification that the film contains no allergens, ozone, or latex. Doing business nationally and internationally means that BOPP must meet the environmental requirements of the state or nation in which it is being used or consumed, such as the European Union or the state of California.

How do you go from Technical Engineer to heading up a committee that leads the way to an image makeover for a huge plastics manufacturing company? We asked Kaiser this question. She laughed and said, "Well you can't say no to **Dr. Young**". Such was his confidence in her, he did in fact ask her to head up a committee to complete the assignments discussed in the article on page 1. Kaiser says she really enjoys the creative aspects of the work and the challenges presented by working on issues such as Inteplast's green initiatives and sustainability.

Dr. Young added "I find remarkable what Valerie and her marketing committee have achieved to date. Their projects include practically every single aspect of how we reach out to the marketplace! Thus, through the efforts of this committee, much of our literature and website has been revamped, unified, and drastically improved. Valerie's and this team's tenacity and perseverance in how they tackled such a major project speak volumes not only about her leadership skills but the cooperative efforts of the entire team. More importantly, I hope that this committee's achievements can be looked upon as a model for the rest of the Inteplast Group to follow. For, here is a group of volunteers who, in addition to their heavy routine work, came together to diligently produce important concrete results with a clear impact for the entire Group". As a working mother of two boys, ages 5 and 5 months, one has to ask how does she do it.

Brenda Wilson
Human Resources Manager

INTEPRO® AND INTEFOAM® PERFORMED WITH EASE



Inteplast exhibit at ISA Show

performance of our materials from the expert printers. Here is Gandinnovations' statement:

"Gandinnovations used IntePro® corrugated sheets at the 2008 ISA show and had a three-day, successful show experience. Gandinnovations exhibited their new Jeti 3148-X2, a true production machine that can print on 5'x10' rigid sheets in less than 2 two minutes. InterPro's easy handling made for a much better experience for customers seeking a printer that could do the job that everyone was promising at the ISA Show. IntePro® sheets were strong and durable throughout the entire show. Even show material handlers, who were not used to the sheets, proved that IntePro® held its composure. We re-stacked the IntePro® sheets 3 times and didn't have any problems with bent edges or dinged sides.

It was a positive and productive experience for both Profile and PVC Sheet business units at the April 2008 ISA Show in Orlando. Numerous major flat bed printers such as HP, Digital Graphic Systems, and Gandinnovations ran IntePro® and InteFoam® at the show and were more than generous in giving our material positive endorsements. We were pleased to hear the accolades regarding the

Static electricity can be a problem when handling large sheets or rigid material, but the IntePro® sheets had less spark to them. We had several customers ask our secret to eliminating the static electricity in a show hall where the entire place was carpeted, and there was a lot of traffic. Our only explanation was that it had to be due to the integrity of the IntePro® sheets we were printing on! The flutes were concise throughout the entire sheet, eliminating any embarrassing head strikes. As well, the sheets were cut to a "true" 4'x8' without any buzzed edges, allowing for easy alignment on the printer.

InteFoam® was a great product for Gandinnovations to print on at the ISA 2008 show. We had a lot of requests to see how strong the board was, and through a couple of tests, found it to be quite durable.

In the past we have received products that have an off-white color due to the materials used to make the sheets, but InteFoam® has a good solid white color. When printing in front of potential customers you don't want to start out with a disadvantage, and an off-color sheet can be a problem, but InteFoam® showed very well. The weight of the material made for easy loading and unloading. Most durable materials need to be a little heavier to have that strength, but InteFoam® performed with ease".

With the positive words of expert printers, we will look forward to more successes with IntePro® and InteFoam® products as we move forward with further show exposure throughout the year.

Peggy Kelly
PVC & Profile Marketing Coordinator



Valerie Kaiser, Technical Engineer - AmTopp Division

Inteplast Awards Banquet

In late January of 2008, **Dr. John Young** and the Division Presidents **Y.L. Chang**, **Homer Hsieh**, and **Joe Chen** hosted a dinner for management teams, engineering staff and operational personnel to celebrate improvements, breakthroughs, and key actions that took place in 2007 in Texas. With well over 220 employees attending, Dr. Young began the evening by highlighting 2007 challenges and achievements. He thanked everyone for their effort and focus which made 2007 so successful. However, the high point of the evening came as individuals were recognized. Dr. Young and the Division Presidents personally presided over the presentation of the Individual Presidential and Division Improvement awards.

A similar dinner was first held in 2007 recognizing achievement from the previous year with *Presidential Awards*. Dr. Young presented awards and photos were taken for winning projects from each of the 3 divisions. In 2008 the *Division President Awards* were added. Each Division President took turns coming to the stage and presenting the plaques for their division. **Bob Coen**, Texas Site Manager, emceed the event. As names were called and recipients came forward their colleagues cheered loudly, and applauded their achievements. It was easy to see the friendly division rivalry as congratulations were extended. (The box below details the 2007 Presidential Improvement award recipients and projects for which they were recognized.)

Two first time attendees for the evening were **Gordon Sedawie** and **Roy Ewart**. Sedawie is Plant Manager for the newly acquired Inteplast Bag & Film, Delta plant located in Vancouver, Canada and Ewart is Plant Manager for IBS-North Dighton, Massachusetts. At the conclusion of the evening Ewart remarked to Dr. Young, "I have never seen this amount of positive and cooperative energy before and I will certainly take this program back to North Dighton". Sedawie added, "I have learned a lot sitting through the annual meetings and now witnessing the delivery of the improvement awards. Although we have similar motivational programs in Delta, nothing compares with the scope seen here tonight."

2007 Presidential Improvement Awards

AmTopp Division

Project to De-Bottleneck BOPP I TDO Drive System

John Bauerle, Jesus Carrera, Cliff Chung,
James Deng, David Huang, Jame Wong

IBS Division

Project to Increase Output TCL Line IE-23

Curtis Kelton, Joe Lucio, Peter Zamarripa

World-Pak Division

Project to Increase Celuka PW Reclaim Usage

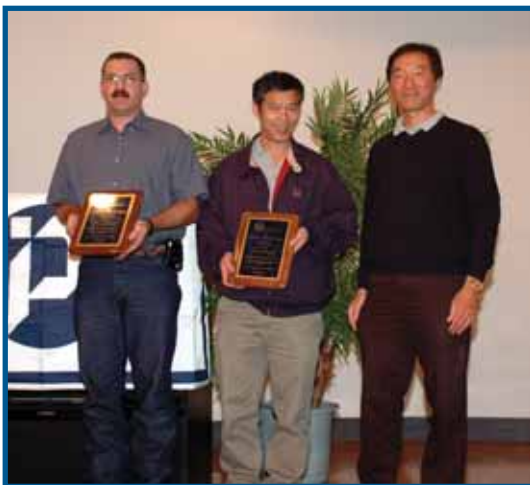
H.L. Lee

Project Using Existing Parts to Construct 130 Inch Printer

J.W. Chen, Daniel Montgomery



AmTopp - Cliff Chung, James Deng, John Bauerle, Jesus Carrera, Jame Wong, and Dr. John Young.



World-Pak - Daniel Montgomery, J.W. Chen, and Dr. John Young.



World-Pak - H.L. Lee and Dr. John Young.



IBS - Joe Lucio, Curtis Kelton, Peter Zamarripa, and Dr. John Young.

Since the inception of the Inteplast Group, employees have always been challenged by their Division President and Dr. Young to come forward with ideas for improvement, but it has only been in recent years that the process has been formalized to the current extent. These awards are based on the core belief that in order for the group to achieve its maximum potential, every individual must be involved. It is for this reason the Improvement Initiatives Award Program was established. The program is designed and intended to encourage all employees to initiate improvement ideas and proposals conveniently without the burden of extensive paperwork. These ideas generally involve –*breakthroughs, cost savings, profitability, innovation, added value, or improving safety and the environment.*

Throughout the year projects are submitted and reviewed for achievement of goals. This is the stage at which the Division President becomes personally involved, reviewing the impact and determining which projects meet program criteria. Detailed analysis and verification of data then lead Presidents Chang, Hsieh, or Chen to make a recommendation to Dr. Young for his consideration as a Presidential award. The dynamic nature of the program allows for recognition based upon actual performance and is not restricted by an inflexible formula. For example, this year, the World-Pak Division President Mr. Chang persuaded Dr. Young that two awards should be given in World-Pak because two projects were determined worthy. This exemplifies the deep rooted support for the program and how it is viewed by senior management as a tool to motivate and inspire.

Other initiatives important to the performance of the Divisions (including Administration) are recognized as Division Improvement Awards. (See the 2007 Division summary below.) This program has proved so successful that submission tripled for 2007 over 2006, and the financial impact is stated in millions of dollars.

The next step in the evolution of the program is to continue the communication, fine-tune the submission process, and as Dr. Young says “actively promote improvement initiative programs involving everyone, including operators, technicians, and general staff members”. He is convinced that only in this way can we achieve our full potential as an organization.

Brenda Wilson
Human Resources Manager

2007 Division Improvement Awards

AmTopp Division - BOPP

Improve Section II Output by TDO and Plate Modifications Jesus Carrera, Gus De La Rosa, Guy Shackelford, Andrew Shen, & Jame Wong

De-bottleneck BOPP I Primary Extruder Cliff Chung, James Deng, David Huang, & Jame Wong

Reduce Cost by Management of White Reclaim Usage John Bauerle, Willie Chandler, & Jake Lai

Improve Section III Output by MDO, Nozzle Gap Setup, and TDO Modifications Joseph Badough, Jimmy Barnes, Mike Lynch, & Jake Lai

AmTopp Division - CFP

Improve CFP Handwrap Loading Efficiency and Stretch Wrap Pallet Weight Joyce Chiao, Kevin Liao, Shawn Malone, Ronnie Tsai, Thomas Rung, & Benjamin Wang

Reduce Cost in Stretch Film Formulation Rong Cheng, Douglas Ma, Shawn Malone, Scott Stevens, & Benjamin Wang

AmTopp Division - Concentrate

Reduce Cost on W40001M John Chen, Rong Cheng, Cheng-Bin Lin, Allen Morrison, Brian Wang, & Hongping Zhang

IBS Division - TCL

Upgrade Rotary Punch Timothy Choi, Gabriel Gatica, Frank Montes, Anh Nguyen, & Peter Zamarripa

IBS Division - Produce

Improve Coreless Bun Rack Cover Andy Lu, Miles Michalec, & Mike Samudio

World-Pak Division - XF

Design & Build Production line for M Fold Products Wen Kai Jiang, & Daniel Montgomery

World-Pak Division - PVC

Design & Install New Vacuum Pump Water Recycling System H.L. Lee, Troy James, Justin Marroquin, & Scott Wang

Improve the Edge Trim Chopper Grinder System Alan Liu, David Sneed, Mark Roller, & Scott Wang

Texas Administration

Reduce Pallet/Core Expense at CFP Ronnie Strelczyk, & Dan Martino

Site Trash Management Donna Dutcher

Eliminate Medical Premiums on Probationary Employees Jennifer Butler

IBS Distributors Advisory Council

To help IBS gauge its market position, direction and image, a group known as the Distributors Advisory Council was formed in 2002. The council meets semi-annually to assist Company efforts to create value while more fully understanding the changing dynamics of our customers and their needs. What better way to improve our Company than working with the people who buy, sell and use our products? They play a pivotal role in determining much of our success, along with our dedicated employees. The Council has most recently worked with us to improve our branding image, bundling of products, market presence, communications, website development, and literature program - just to name a few.

The Advisory Council has been instrumental in helping IBS improve its vision, (created by **Dr. John Young**) of being known as the “*World Of Bags*” and supplier of choice. We have redesigned our packaging with a more branded look. Our Can Liner packaging for example, had always been copied by some competitors who try to duplicate our success and confuse customers. Our new packaging carries the Inteplast name and oversized logo on the cartons so that there is no mistaking a competitor product for an IBS branded product. The Advisory Council helped move this project forward and we firmly believe will further highlight the brand and quality of the Inteplast name throughout the market.

Another key objective was to increase our “Bundle” of products sold through customer channels, thereby adding value and reducing their vendor base by increasing customer inventory turns. Both distributors and end user customers are looking to consolidate the number of vendors as a way of reducing cost. IBS is in the enviable position of having the broadest product line of any competitor it competes with, from Can Liners to T-Shirt Bags, from Produce to Food Bags and Meat Films as well as Merchandise Bags, Garment Bags and multi-use Poly Gloves. No other competitor can boast such an extensive array of products, nor can any competitor deliver so much on one truck.



We have long been a major factor in the Can Liner and T-Shirt Bag markets across the United States with accounts like Kroger and Albertsons, the Nation’s two largest supermarket chains; and Can Liner customers like Unisource, Medical Action, LaGasse and a large distributor base of accounts. At the beginning of the year we set out to increase our market presence in the Food Service, Industrial and Retail Markets, three areas that had been traditionally left to competitors. We felt this would give our business more balance and less dependency on a particular segment. Our focus has started to pay off with accounts like Dollar General, Big Lots, Macy’s, Bloomingdales, Home Depot, OfficeMax, Saks 5th Avenue, Red Lobster, PF Chang’s, Harrahs Casino’s and Popeye’s.

The Council has also worked with IBS to improve communications, focus and training elements. Among proposed suggestions was web site development to show expanded product range, email updates to key customers and expansion of our sales force and training. All these suggestions were acted upon and are near completion. There is no question IBS listens to its customers and the results are starting to show in our ability to penetrate new market segments in a more complete way.

We introduced our new literature program, which highlights our product offering and allows our sales force an additional selling tool in working with customers. This new literature campaign entitled “**TRUST IN ONE NAME**” displays all the market segments we engage and the variety of products we can deliver to our customers. The program consist of a 12 page brochure outlining the many benefits of IBS, along with product specification sheet inserts on all the major product lines in a coordinated effort to present a professional and singular image of Inteplast. The Advisory Council had a significant impact on the direction and design efforts of this program.

We have set out to improve the balance of our Advisory Council by adding more Retail Buyers like National Paper and Restaurant Depot. This move proved very beneficial with a much more objective approach to marketing Inteplast. Collectively, the Group has learned from each other, and through new interaction and friendships, has created a positive and professional atmosphere of creativity. Members go through a rotation process with 2-3 new members added each year. IBS has been successful in attracting the brightest, best and most innovative customers in the market. We lean toward members who do some, but not necessarily a lot of business with our Company to make sure we get a balanced view of how we can improve. This has become a truly collective partnership effort and team approach to change. By listening to the customer on areas that impact their markets we learn where we need to adapt. And, by submitting questions to them that help make us a better supplier and add to their success, they learn the greater benefits of doing business with Inteplast. IBS is well on its way of becoming the nations “*World Of Bags*” supplier of choice.

Tony Myers
Retail & Grocery Unit Director, IBS



Y.L. Chang, Group Senior Vice President

A continuing Q & A column to answer questions posed by
Alisha Koehl, the Editor of Inteplast News.

Q In reviewing the history of Inteplast Group since 1991, what do you view as the major success? How did we achieve it?

A In order to achieve our operational goal of providing the market with products of “high quality at a good price”, we continue to improve the product quality and reduce the manufacturing cost. This is how we remain competitive in the current economic environment. The achievement we have today is not the accomplishment of an individual person, but the effort of all members of the company. Every member in the company is like a screw or nut in an airplane. The company can not move forward without you and me. We all must take care of our own responsibility, ensuring that we can smoothly move toward the target and successfully achieve our mission.

Q What do you see as the necessary ingredients for producing quality products?

A We need to have “ a personal concern” and “ benchmark - quality standard”. As we work, we should treat the products as if they are our own and need to be above the “ benchmark - quality standard”. If you have this kind of working attitude, I believe your attention toward quality control will be the best and most careful.

Q World-Pak produces products that are sustainable, reusable, and environmentally friendly. How has that been a driver in product development?

A Our attitude is “pursuing continuous improvement and to achieve the best”. With this attitude, you would keep on thinking and investigating items for improvement. To achieve perfection and rationality, you continue to improve and to innovate.

Q How do you differentiate between your roles as Senior Vice President of Inteplast Group and President of World-Pak Division?

A President of World-Pak Division is an executive administering the daily operations, while the role of Senior Vice President is a staff to Dr. Young, President of Inteplast Group. When I encounter the matters related to the products in World-Pak Division, I would decide as a division president what is the right direction for the Division to pursue. When there are problems related to management; issues concerning the entire group; new products, not yet in production; or targets requested by Dr. Young, I play the role of Senior Vice President to provide assistance and motivation. In addition, I also conduct projects assigned or designated by Dr. Young.

Q Would you tell us a little about your background before coming to Inteplast? What experiences prepared you for your role here?

A I have been working for the Formosa Plastics Group since 1968. I have worked for the three major corporations in Taiwan; Formosa Plastics Corporation, Nan Ya Plastics Corporation and Formosa Chemical and Fiber Corporation. I also worked in the Group Administration Office. I have experience in building the management system, audit and verification, production plant management and business division management. I brought a team to Wharton, TX in 1984 to set up and operate a PVC rigid film plant. I joined Inteplast under the leadership of Dr. Young, in 1991. Our goal was the start-up of the downstream plastics processing business and operations.

Q What advice do you have for an employee wanting to advance in their career with our Group?

A The only way is “walking with a solid foothold”. Endeavor to find the root cause and firmly resolve the problems when encountering them. Arrange your job to meet the target time schedule and do not let the job set the time frame. Do not feel shameful or hesitate to ask. Everyone can be a good teacher. Finally, do not have the word “IMPOSSIBLE” in your life.

IBS Takes the Next Step Towards Quotation Automation

When our Sales Managers and Representatives request a quote through the IBS website, they are able to choose from a variety of products - Trashcan Liners, T-Shirt Bags, Produce Bags, T-Roll Bags or Foodservice Bags. When information such as customer, requested quantity and proposed price are entered in the applicable fields, our team of Pricing Coordinators instantly receives an email confirmation for the requested quote and begins to process it by uploading the data into our quotation system.

This added feature has improved turnaround time on quotation requests, enhancing the possibility of gaining additional business. Our professional Pricing Coordinators are able to assess the needs of the sales force, and respond with the best features and solutions to their proposed price and requirements. We have received very positive feedback on this enhancement and continue to work toward providing more technological advancements.

Scott Chien
Pricing Department Supervisor, IBS

We're on the web!
www.inteplast.com

Inteplast News

AmTopp • IBS • World-Pak

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Café

It is no news that fuel prices are rising. Texas Inteplast operations has a labor shortage, and the plant site is located miles from eating establishments offering a variety of foods. Because of these factors, managers, supervisors and employees began to ask in late 2007, "Why can't we re-open the cafeteria facility on the Texas site?" The original cafeteria operation had closed in 1999 and the building has stood vacant since.

Re-opening would save time for departments operating short-handed; save fuel for those that drive to nearby communities for lunch, and provide a place for employees to gather. On March 18, 2008, it happened.

Working with an outside vendor and experienced restaurant operator, the cafeteria underwent extensive renovations beginning in January. The General Affairs group, with **Warren Taylor** leading, painted, replaced tiles, added new restaurant equipment, and made numerous repairs. The result is a clean, bright, relaxing lunch spot for the employees, contractors, and guests to have breakfast or lunch each day.

The menu includes items that reflect the culture of the company, running from American favorites like Chicken Fried Steak and burgers, to delicious Asian cuisine and of course the ever popular Tex-Mex food.

In order to name the new operation, Human Resources conducted a contest asking employees to enter names. Showing fun and creativity, employees submitted names like *Melting Pot*, *Plastic Spoon*, *Feed Zone*, and the winner *café Inteplast* which was submitted by **Thomas Rung** from Stretch Film.



Gilbert Basquez carefully selects what he's going to eat, as Anthony Vu, restaurant owner/operator, replenishes the supply.

Café Inteplast is a full service operation with hours from 6:45 AM until 2:30 PM, Monday through Friday.



Inteplast Group

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World Of Plastics