



Resin Technology, Inc.

*Resin Professionals focused
on your profitability*

OCTOBER 2, 2008



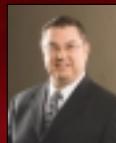
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Garland Strong
President



Bill Bowie
Chief Operating Officer



Lowell Huovinen
VP of Client Services



Mike Dewsbury
Global Business
Director PET



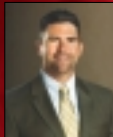
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Development PE



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Manager



Kevin Roberson
Dir. Business
Development PP



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Dir. of Client
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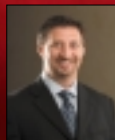
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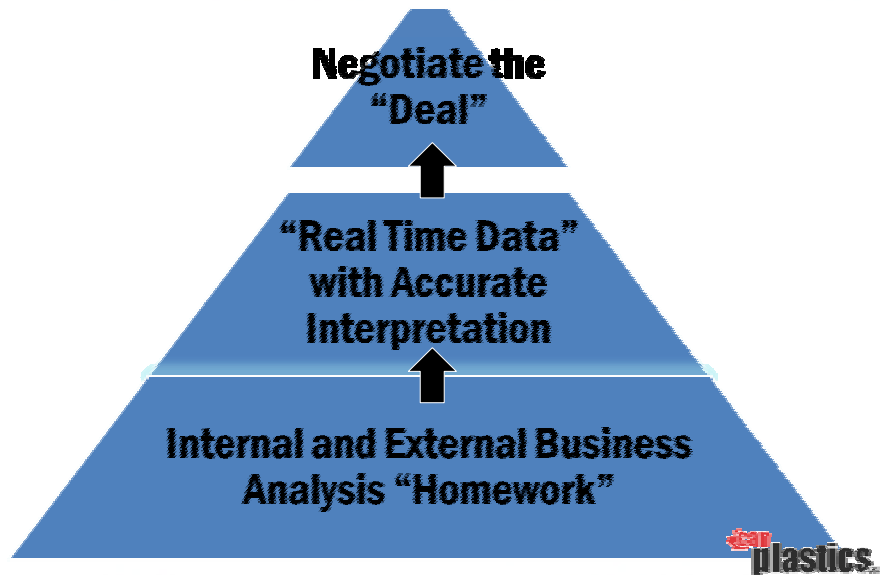
Sheila Williams
Director. Of
Administration

Leveraging your position in the Current Market



What can You do Today to get the “BEST” resin price?

How to Realize the “Best” Price



TO LEVEL SET



- **Converter**

Desires the **BEST** possible product
at the lowest possible COST

- **Supplier**

Wants to provide an **ACCEPTABLE**
product at the highest possible PRICE



Internal "Homework"



- **Resin(s) used**

What?

Why?

From whom?

- **Supplier(s)**

Multiple or single source?

Relationship-good or

bad? Why?



Internal "Homework"



- **Impact of Change on Internal Functions**

 - Management**

 - Manufacturing**

 - R & D**

 - Finance**

 - Sales/marketing**

- **Risk tolerance**



External "Homework"



- **Broad market**

 - Feedstock supply/demand/price**

 - Factors which impact feedstock variables**

 - Alternative uses for YOUR resin(s)**

 - Your market end use drivers**



External "Homework"



- **Supplier(s) Business Strategy**
 - Markets served and why?**
 - Cost position**
 - Strengths/weaknesses**
 - Where do YOU stand relative to these variables?**

By the way, your supplier does know your business very well!



What is Today's REAL Business/Market Situation?



- **Build your network and education**
 - Resin suppliers**
 - Brokers**
 - Distributors**
 - Equipment suppliers**
 - Trade association meetings (like this one)**
 - Trade journals**
 - Industry reports**



Today's Situation?



- Real Time Data/ business environment accurate interpretation

WHO??????



Negotiate the



?????

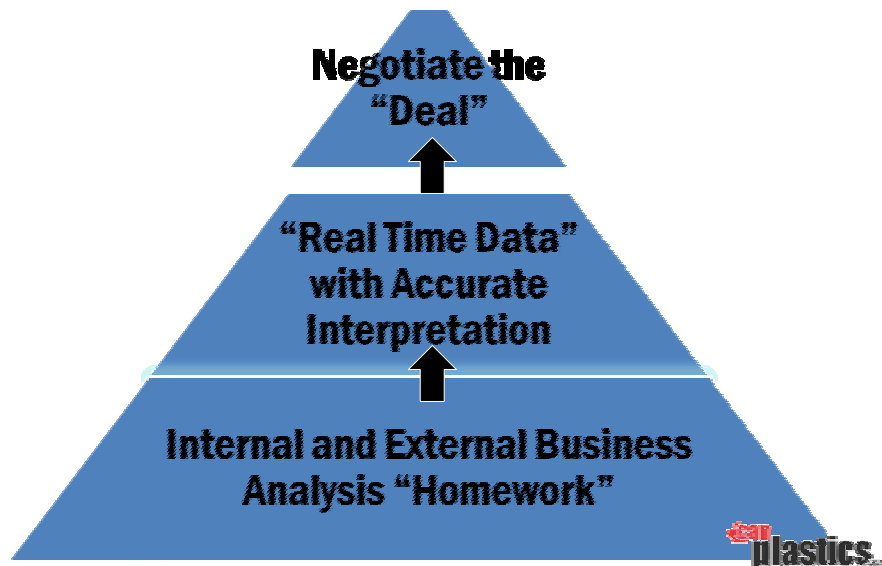
RTi Principles



- **Competition is KING**
- **Competition makes us better**
- **Negotiate from strength**
- **Build a network/education**
- **Harness the power of change**
- **Control communication**
- **Expand your “box”**
- **Simplify and leverage**



How to Realize the “Best” Price



Thank You