

INSIDE THIS ISSUE:

"INFOMERCIALS AND THE ENVIRONMENT" 1

DON'T WASTE TIME AND \$\$\$ CHASING FALSE ANSWERS AND SACRIFICING PERFORMANCE

"STICK TO THE FACTS AND SAVE \$\$\$" 2

NO OTHER MATERIAL OR PROCESS DELIVERS ALL THE BENEFITS OF MOLDED FOAM

GET HELP AT REUSEPS.COM 3

COME SEE US AT PACK EXPO IN BOOTH E-6303

WITH MOLDED FOAM YOU GET:

- Shock and vibration protection
- Thermal insulation
- Dimensional stability
- Light weight
- Humidity and moisture resistance
- Stacking strength

INFOMERCIALS AND THE ENVIRONMENT

- No matter how great items on infomercials sound, their products or services rarely live up to the big promises.
- If something seems or sounds too good to be true, it usually is.
- Facts and persistence are hard to hold down.

These truisms are both new and old, and most of us know that the flashy new "quick-fix" often ends up costing more money and more time than just getting it right the first time - or sticking with what works...

This is turning out to be the case with molded foam packaging, typically EPS.

About fifteen years ago a

very large high-tech OEM decided to move away from EPS to materials and methods that either were, or were perceived to be, more ecologically friendly. After a couple of years of searching they ended up back where they had begun; continuing to use EPS, largely due to its performance, low cost and global availability. Today they use alternative materials like molded pulp, where and when they make sense – and they still use a lot of molded foam (EPS and Arcel). Using a material where it makes sense, makes sense, doesn't it!

Over the past few years some companies have quickly jumped to perceived or prescribed environmentally favorable solu-

tions chasing catch phrases like: it must be *compostable*, *sustainable*, *bio-degradable*, have *post consumer recycled content*, etc..., etc... If you can find a material that is "green" and does not sacrifice cost, performance, reliability, efficiency and consumer safety – great, you should use it.

(Continued on the other side...)



STICK TO THE FACTS AND SAVE \$\$\$

Molded foam is the only packaging material that can be molded in true 3-D, with variable wall thicknesses over the entire part. Try to do that with a paper substitute...

Now that the *environmental facts* are indicating molded foam is a perfectly acceptable material - why would anyone give up all its great physical attributes and low cost?



Come see us at Pack Expo in Chicago
Nov 9th ~ 13th at booth E-6303

FOAM FABRICATORS, INC

8722 E. San Alberto Drive
Suite 200
Scottsdale, AZ
85258
(800)626-1197
Fax (480)607-7333
E-mail: ffihelp@foamfabricatorsinc.com
Web: www.foamfabricatorsinc.com



Helping our customers *mold* a better future

EXPANDED PLASTICS DESIGN,
TESTING AND MANUFACTURING

WHAT IS WWW.REUSEPS.COM?

It is a unique url hosted on our website that is a one stop/one click shop for environmental support.

Just Google the word "reuseps" and you will quickly find help!

As a producer of molded foam and packaging it is not only our responsibility to deliver products on-time right the first time — but also to support our customers when they

want to recycle, reuse and/or properly dispose of packaging.

Visit us at reuseps.com to find:

- Answers to commonly asked recycling questions
- Commercial/ Business recycling support
- Recycling reports
- How/Where to recycle
- Global recycling resources
- How to set up a recycling program
- What happens to used EPS
- Industry-wide recycling resources
- Several "cradle-to-grave" studies about EPS and it's competitors

(from the front page article 1...)

In the tough economic climate we're in (and likely to be in for a while) the last thing companies need is to waste precious money and time. Unfortunately, that is exactly what is happening when they deselect molded foam in favor of starch based plastics, corrugated paper inserts molded pulp and similar "non-plastic" packaging.

"But aren't these other things *greener* than plastic?" – No, they are not.

Over the past few years a variety of Carbon Footprint Analysis (CFA), Life Cycle Analysis (LCA) and Life Cycle Inventories (LCI) have confirmed molded foam is an environmentally responsible choice

To see the studies and read more please go to www.reuseps.com.

Get the facts, make an informed decision, protect your products and the environment - and save \$\$\$.



We Package it ALL.

