



**3rd International Plastics and Rubber Trade Fair  
for Malaysia  
29 March – 1 April 2007  
Kuala Lumpur Convention Centre**

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## **M-PLAS Promises the Latest in Plastics & Rubber Processing Technologies**

With M-PLAS 2007 fast approaching, details are emerging as to what visitors can expect to see in terms of plastics and rubber processing solutions and technologies. In all, some 180 exhibiting companies from 20 countries are expected showcase their latest products and technologies to an estimated 8,000 trade visitors.

One key theme likely to emerge at M-PLAS is cost-effective processing solutions that do not compromise on quality. Exhibits will include a series of compounding extruders from **Berstorff** that can handle more than 80% of all plasticising, filling and reinforcing applications. The extruders are designed for processes that can be carried out without the need for too many types of barrel element and are thus more economical to purchase. In addition, extruder manufacturer **BUSS** is featuring its quantec compounding solution for PVC that is said to offer the best possible value for money for demanding applications.

Cost effective solutions for injection moulding will also be on show, including the Allrounder 570 C Golden Edition from **Arburg**, which combine extensive, high-quality standard equipment with an optimum price/performance ratio. In rubber processing, **Kloeckner DESMA** will highlight its quality machines at economical prices with total technology support. DESMA developments like the First in First out Injection System have set new standards for productivity in rubber processing.

Process monitoring, often remotely via networks and the Internet, has come to be a key aspect of plastics processing and M-PLAS promises to showcase the connectivity and capabilities of various equipment items. Take for example **Branson's** new 'X' Series Ultrasonic welder, the next generation of plastic joining equipment, that combines Ethernet and USB connectivity for data management and remote monitoring.

Ease of maintenance is also a perennial issue for all plastics processors. At M-PLAS, **Schenck** will showcase the Mechatron LIW, which enables maintenance to be carried out from the non-process side whereby the helix and feeding hopper can be dismantled from the rear side leaving the discharge nozzle and extension hopper untouched.

Machine productivity is also of primary relevance to plastics processors and add-on systems for cavity pressure monitoring are one means of enhancing output in the injection molding

process. **Kistler's** CoMo Injection Type 2869A, for example, is a new system for cavity pressure based optimisation, monitoring and documentation. CoMo injection is a fast, economic and easy method of ensuring error-free production of injection moulded parts by using the cavity pressure profile.

Raw materials and finished products are also well represented at the latest edition of M-PLAS. Whether its additives, advanced polyethylene resins for stretch film applications, colour and additive masterbatches, silicones, thermoplastic elastomers. BOPP and PET films, or stretch films, you will find it on the show floor from exhibitors such as **ExxonMobil Chemical**, a leading manufacturer of quality petrochemicals, offering you innovative resin solutions to give your products added value and performance in the global market; and **Behn Meyer** offering the entire range of plastics resins, chemicals and additives.

### **A strong manufacturing sector**

Overall, Malaysian industry has been performing well in recent times, with the latest statistics pointing to buoyant demand for plastics and rubber processing machinery. Manufacturing of computers and computer peripherals in October 2006, for example, was up a massive 58.7% year-on-year in value terms. Monthly data for electronics exports was in a similarly positive vein, showing a 17.5% jump year-on-year in November 2006, and representing the fastest pace in two years. This performance mirrors stronger global IT demand, as well as greater competitiveness at Malaysian manufacturers. Moreover, electronics import growth of 21% year-on-year was double that initially forecast, and suggested that component imports have also picked up, pointing to continued export growth into 2007. Rubber remilling and latex processing, meanwhile, was up 36.5%, while manufacture of insulated wires and cables recorded a 34.3% rise.

Open to trade visitors and professionals, M-PLAS will be held at the Kuala Lumpur Convention Centre, 29 March – 1 April 2007. M-PLAS is organized by Messe Düsseldorf Asia, endorsed by the Malaysian External Trade Development Corporation, and supported by the Malaysian Plastics Manufacturers Association and Malaysian Rubber Products Manufacturers' Association. Both the plastic and rubber associations in Malaysia will play an important role in bringing their members and the industry into closer contact with one another, bridging the domestic market with the international exhibitors.

More information on M-PLAS 2007 can be found at [www.mplas.com](http://www.mplas.com) or please contact:

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