

October 2009

DIE-LINE

The Newsletter of the
California Film Extruders
and Converters Association

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In This Issue:

1 President's Letter: We Need a Coordinated National Effort

Times are hard for many companies. But they only promise to get harder if we do not band together to stop the lies hurled against our industry before it is too late.

2 Sustainability Update: What Matters Today

Today, the exposure to environmental campaigns and the risks of regulations in the market for one's products have to be added as critical factors in the mix. Learn why it is important to get involved with sustainable certification programs like Sustainable Green Products—SGP.

3 Executive Director's Message

Are you ready for the NEW CFECA?

4 Membership News

Current news about Windmoeller & Hoelscher Corporation, Pliant Corporation, Paper Converting Machine Company, and The Hudson-Sharp Machine Company.

5 Technology Corner

Learn what our "Technology Corner" will bring to our readers in the future, including discussions about newer technologies that may provide opportunity to move forward in our industry, educating the CFECA membership on what is going on in the marketplace, and understanding what various manufacturers are doing to cope with our present economic climate.

6 Marine Debris Report

Understanding the significance of the "The Great Pacific Garbage Patch" expedition research.

7 Plastic Bag Issues

Why did Wal-Mart postpone their plastic bag testing?

8 Legislative Update

The Legislature adjourned September 11 amid chaos, indecision, and inner fighting. Learn what bills were "hijacked" and what "new" bills appeared at the end of session, including the proposed legislation to delay the abolishment of the California Integrated Waste Management Board.