



## **Unprecedented Growth Leads to New Strategic Focus for Resin Technology Inc.**

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FORT WORTH, TX – Resin Technology Incorporated (RTi) has announced sweeping changes in its business model in response to a record growth rate over the past 24 months. The Fort Worth (TX) resin consultancy has hired three new employees and promoted three to better align itself into strategic business units focused on polyethylene, polypropylene, PET, and engineering resins PVS/PS.

“Our extraordinary growth over the past two years speaks volumes about the value of our resin expertise and insight in the industry,” said Bill Bowie, chief operating officer. “This new strategic alignment positions us to manage the business expansion and enhances our ability to better serve our customers.”

RTi works exclusively with resin processors providing resin buyers with the real pricing, market intelligence and strategic direction to improve profitability. As the company’s client base has grown, its market intelligence has also increased – from 3 billion pounds of real-time pricing benchmarks in 2005, to more than 5 billion pounds in 2007.

The company’s management team, comprised of past presidents and executives of resin suppliers and processors, utilizes this vast reservoir of real-world market data and more than 200 years combined resin experience to give manufacturers a competitive advantage in a constantly changing market.

The new corporate alignment features individual strategic business units (SBUs), each containing a team of RTi experts with a dedicated focus of delivering customers maximum cost savings on a specific resin type. Each SBU is led by a global business director that’s an industry specialist on a particular resin.

RTi has hired and promoted several experts to position the company and its clients for future growth.

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Mike Burns has been promoted from Managing Partner to Global Business Director of the Polyethylene strategic business unit. Burns has a strong polyethylene background which includes more than 16 years with companies such as H. Muehlstein and Company, Inc., where he served as the extrusion polyethylene product manager for the U.S. and Canada.

In another internal promotion, Greg Smith now heads the Engineering Resins SBU as Global Business Director. Smith has logged more than 20 years in the plastics industry, including 16 years handling engineering resin sales for General Electric and Amoco.

RTi's Gus Garrett has also accepted a new role as the Director of Business Knowledge. A former Dow executive, Garrett will use his more than 30 years of resin expertise to expand RTi's commitment to help educate and train its customer base, and the industry as a whole, in understanding market nuances, setting up the most effective foundation and executing proven actions and strategies to achieve maximum resin savings – RTi's ResinSmart model for success.

The newest member of RTi's expert staff is Michael Dewsbury, Global Business Director, PET. Dewsbury was most recently the vice president of PET resins for Wellman. His 34-year plastics career includes a strong PET focus through various leadership roles with both Wellman and DuPont.

In response to its surging growth, RTi has also placed increased emphasis on marketing, with a focus on industry awareness and oversight of the company's trademark ResinSmart market products and services.

Kevin Mitchell has been hired as Director of Marketing, for the marketing team. Mitchell's more than 18 years of advertising and marketing expertise in the plastics industry includes 15 years leading the marketing communications efforts for a nationally recognized injection molder of consumer products.

Ella Benton has also joined the Marketing team as Marketing Services Manager. She comes from the plastics industry as well, and her marketing and trade show promotion experience covers more than 8 years.

RTi has been helping resin processors operate more profitably since 1998. For more information, contact their corporate office at (817) 569-0252 or visit

[www.resinpros.com](http://www.resinpros.com).