

PLASTICS & DESIGN.

SPECIAL REPORT



PWP Industries Inc. photo

IDSA picks top designer as new director

By Roger Renstrom
PLASTICS NEWS CORRESPONDENT

Frank Tyneski has garnered compliments for his talent and vision in the corporate world. But as the new executive director of the Industrial Designers Society of America, Tyneski is a neophyte. And that's OK with IDSA.

Tyneski steps into IDSA's top post as it readies for the World Design Congress — Connecting '07 — set for Oct. 17-20 in San Francisco. The International Council of Societies of Industrial Design in Montreal and co-sponsor IDSA and are expecting more than 2,000 attendees.

Tyneski, 39, joined IDSA in 1989 as a student member and became the society's executive director Oct. 12. He had been senior director of industrial design and human factors at Kyocera Wireless Corp. of San Diego.

During his career, Tyneski has accrued 57 domestic and foreign patents while designing award-winning products and developing new businesses. Now he turns those talents to IDSA's 28 chap-

ters, 21 professional interest sections and more than 3,100 individual members. About 46 percent of those members work as consultants, 35 percent in corporations and 6 percent in education. The staff of the Dulles, Va.-based group numbers 15.

Cooper Woodring, IDSA interim executive director, said Tyneski fulfills every established criteria for the society's leadership and vision. Woodring took over for Kristina Goodrich, who headed IDSA from 1999 through the end of last year.

"Frank has the credentials, culture, chemistry and interest to lead design in the decade to come. Were I to characterize in one word the single most important quality we sought in IDSA's new executive director, it would be authenticity," Woodring said via e-mail.

"Frank Tyneski is authentic." IDSA President Michelle Berryman agrees that Tyneski is "the real deal."

Design is as much a lifestyle as it is a profession, said Berryman, principal of Echo Visualization

LLC in Atlanta. "Frank is a true designer," she said, "brimming with passion and enthusiasm about all things design. He is ... exactly what IDSA needs."

Tyneski's respect for great design and his passionate and "humanistic" approach to the design process are prime leadership qualities, said IDSA Executive Vice President Eric Anderson,

who also is associate professor at Carnegie Mellon University School of Design in Pittsburgh.

"Simply put, Frank's charisma and knowledge is a powerful motivator for staff and fellow designers," Anderson said.

Tyneski feels ready for the challenge.

"Designers are actually in the business of solving problems," he

said. "In my new position, I will need to make the transition from being a strong leader of functional design teams to leading a professional society of designers."

In that role, Tyneski said he aims to boost member services, build strategic alliances, support design education and heighten awareness among peers, government.

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Frank Tyneski: Designers are in the business of solving problems.

Who's in top spot depends on objectives of the group

By Roger Renstrom
PLASTICS NEWS CORRESPONDENT

Professional societies and trade groups may not agree on what makes an effective executive director.

For some membership groups, such as the American Medical Association, the top person must come from within the represented business. But generally, on the trade side, it is "unusual for [an association] to go to a person from the industry," said Paul Belford, prin-

cipal of executive recruiter JDG Associates Ltd. in Rockville, Md., who directs JDG's association search practice.

Of course, that's not always true. The Society of the Plastics Industry Inc. — which is a trade group despite the "society" in its name — has chosen the likes of Bill Carreaux and Donald Duncan, both industry insiders.

But often a membership society, like IDSA, has more latitude in filling its top spot.

"Our freedom of choice of a

designer to head our society results from our talented team of professional staff who are specialists in finance, conferences, awards, communications, development, operations, publications [and] education," said Cooper Woodring.

Woodring is wrapping up duties from his nine months as interim executive director of Dulles, Va.-based IDSA as designer Frank Tyneski, 39, steps into that post full time.

Another designer, Robert

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Thermoformer Spencer earns People's Choice

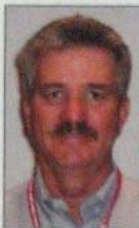
Biggest year yet for part entries in competition

By Bill Bregar
PLASTICS NEWS STAFF

CINCINNATI — A large tent-camper combination on wheels netted two awards — People's Choice and twin-sheet — for Spencer Industries Inc. of Dale, Ind., at the SPE Thermoforming Division's 2007 parts competition, held during the group's conference in Cincinnati.

The rugged, fully enclosed tent fits a party of five adults for an extended wilderness outing, according to Spencer Industries' customer, C.A.M.P. Technologies LLC of Orangeburg, N.Y. Designed to be towed behind a vehicle, the camp trailer features a tent measuring 300 square feet.

Two other companies each won three awards. Prent Corp. of Janesville, Wis., picked up silver



Forward

and bronze awards for medical packaging in the roll-fed category. It also won gold in roll-fed for industrial products.

San Diego-based Specialty Manufacturing Inc. grabbed the gold for roll-fed medical, as well as gold and silver in heavy-gauge pressure forming.

Leaders of the Society of Plastics Engineers' Thermoforming Division honored the award winners at a Sept. 18 dinner.

This was a big year for the parts competition. A total of 45 parts were entered — the most ever, said Hadyn Forward, parts competition chairman.

He said one-fourth of the parts came from original equipment makers not SPE Thermoforming Division members. Resin supplier Dow Chemical Co. of Midland, Mich., also sponsored a part, a front-end cap for a recreational vehicle. Forward said Dow's entry shows a growing, broader awareness of the product awards.

"People are beginning to see the value of this competition," he said.

Organizers made some changes this year, he said. For the first time, the contest solicited student entries, and four were

Spencer Industries Inc. won the competition's People's Choice award for this camper and tent combo from C.A.M.P. Technologies. It is designed to be towed behind a car.



Plastics News photo by Bill Bregar



PWP Industries Inc. took a silver award in roll-fed packaging for a clamshell, tamper-resistant PET package for Hillshire Farms Entrée Salads.

cially Manufacturing. Also, organizers retained the most popular awards: twin-sheet, multipart, and People's Choice. They each have just one winning product. New this year is the Judge's Option Award.

Products are judged for creativity, originality, design complexity, surface finish, secondary operations, technical difficulty and innovation.

Here are the award winners:
Roll-fed medical
Specialty Manufacturing took the gold for an "All Probe" tray
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Specialty Manufacturing, Prent pick up gold in roll-fed forming

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that can package 10 different medical instruments in a single, compact tray. Specialty Manufacturing forms the tray from high-impact polystyrene on roll-fed equipment and die cuts the parts in-line.

The highlight is the tray's flexibility to hold different combinations of probes, thanks to 24 undercuts, which are at different heights and angles. On male tooling, these complex undercut sections must automatically retract into the tool so the part can be released. In another feature, a special cap is cut in-line with the rest of the cuts, but is held in place until the final assembly. The operator then can remove the cap and snap-fit it near the nose of the tray. Another triangular piece can be removed to make extra space for longer probes.

Prent won silver for its packaging tray to hold surgical instruments used in incisionless surgery to treat patients who suffer obesity. The instrument, called the StomaphyX, is made by EndoGastric Solutions Inc., of Redmond, Wash.

The one-piece tray is 40 inches long. Cavities in the package hold various tools and pouched fasteners. Three strategically placed, die-cut flaps fold over the product and snap to the tray to secure the product. Snap inserts were used to help the molder quickly adjust to the desired snap force.

The HIPS tray had to protect the product from damage in a 38-inch drop test.

Another Prent medical tray netted the bronze award, this one a tray flexible enough to hold 10 different product lines of instruments used in heart procedures. The customer is St. Jude Medical Inc., a medical device maker based in St. Paul, Minn.

A small clamshell lid protects delicate catheter distal tips during shipping, while a larger lid holds a guide wire and catheter handle in place.

Prent, which specializes in forming medical packaging, has gained business from the growth in noninvasive surgery and single-use instruments, said Walt Walker, executive vice president of operations and chief operating officer.

Roll-fed industrial

The gold went to Prent for its applicator for Contec Inc.'s disposable, disinfecting sponge for clean rooms, called the VertiKlean. A rigid amorphous PET thermally formed part is glued onto a foam applicator, to provide rigidity without adding bulk. The part has stiffer ends and corners, to improve cleaning.

A retractable snap feature allows the part to be ejected from the tooling.

PWP Industries Inc. of Vernon, Calif., took both the silver and bronze awards for its innovative packaging. The silver went to PWP's clamshell, tamper-resistant PET package for Hillshire Farms Entrée Salads. The lid has

a strong, pull-open tab, with bumps that show the gap between the lid and container, so the consumer can tell if tampering has occurred.

PWP picked up a bronze for the PET Dip-n-Go, designed for snacking in the car or while taking a stroll. The lid, which holds the dip, snaps solidly into place onto a container that holds the slices of apple or other snacking item. The Dip-n-Go was designed to fit

into a car cup holder.

PWP said Dip-n-Go will appear in Wal-Mart, 7-Elevens and supermarkets nationwide.

Heavy-gauge vacuum forming
Penda Corp., of Portage, Wis., won a gold medal for a tonneau cover for pickup trucks. The cover, which General Motors Corp. selected for its trucks, features a molded-in color that precisely matches the truck color, while

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PWP took home bronze for the PET Dip-n-Go, designed for snacking on the go. The lid holds the dip, the container holds the snack and the base fits into a standard car cup holder.

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