

| ON THE BEAT |

MANUFACTURING

New technology sparks growth for plastics welder



Genesis Plastics Welding plans to double the size of its Fortville facilities to 50,000 square feet and add to its staff of 49 people. The 20-year-old company will spend about \$250,000 on the expansion.

Genesis is a contract manufacturer that uses radio-frequency technology to create heat seals in an array of medical, automotive and consumer products. Its products include blood-pressure cuffs, bladders and compression therapy sleeves. Its customers include General Electric, Camelbak and Skydex.

The Hancock County company says it's growing because of a new technology that allows for RF welding plastics without the use of expensive – and often toxic – chemical additives. The company calls its proprietary technology ecoGenesis.

The additives in question, phthalates, make polyvinylchloride and polyurethane more flexible, but consumers are becoming more aware of their side effects.

Genesis plans to occupy its new space within six months. The company would not specify how many jobs it plans to add. •

About Genesis Plastics Welding

Genesis is a plastics welding contract manufacturer specializing in the radiofrequency (RF) welding of thermoplastic products and components for industries including medical, military, automotive, marine and consumer products. Unique to the plastics welding industry, Genesis' proprietary heat sealing technology allows RF welding of polyethylene, polypropylene and nearly any low-loss polymer in film, foam and fabric layers. The technology is ideal for the replacement of Polyvinylchloride (PVC) and Polyurethane with "green", phthalate-free plastics as it causes polymers with low dielectric loss factors to respond to RF welding just like PVC. The company's plastics welding technology, ecoGenesis, also aids in cost reduction as it eliminates the need for expensive heat seal additives and enables the substitution of lower cost raw materials. Available for private licensing to manufacturers, ecoGenesis can be quickly integrated into any existing RF heat sealing machine. Contact Genesis Plastics Welding, headquartered near Indianapolis, Indiana, at 317-485-7887 or visit www.genesisplasticswelding.com.