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**FOR IMMEDIATE RELEASE**

## **Genesis Plastics Welding to Showcase RF Welding Technology at Nation's Largest Medical Device Manufacturing Show**

**INDIANAPOLIS** (January 27, 2010) – Genesis Plastics Welding, a leading contract manufacturer of radio frequency (RF) welded products, is gearing up for Medical Design & Manufacturing (MD&M) West, the medical device industry's largest manufacturing and design show, February 11 to 13 in Anaheim, Calif. Genesis will be showcasing its proprietary ecoGenesis™ Plastics Welding Technology in the company's booth, #2343. In addition to other benefits, the technology enables the elimination of polyvinylchloride (PVC) and polyurethane (PU) in plastic product and component manufacturing, the use of which pose increasing health and cost concerns, particularly within the medical sector.

ecoGenesis is offered through contract manufacturing with Genesis or private licensing by qualified manufacturers. It is a one-of-a-kind RF technology that enables the heat sealing of nearly any combination of plastic materials in film, foam or fabric layers without the addition of toxic plasticizers or additives. ecoGenesis is ideal for the replacement of PVC and PU with "green", phthalate-free plastics as it causes polymers with low dielectric loss factors to respond to RF welding just like PVC.

Visitors to MD&M West can learn how suppliers and manufacturers are using ecoGenesis to become more cost competitive and improve the performance of medical products such as surgical equipment covers, drainage bags, inflatable bladders, blood pressure cuffs, ankle and knee braces, DVT sleeves, heating blankets, or hot and cold packs.

"MD&M is the perfect venue for us to introduce ecoGenesis to those within the medical device industry who may have not met us before or are curious about the latest innovations in the plastics welding industry," said Tom Ryder, chief operating officer for Genesis Plastics Welding. "We're eager to demonstrate how ecoGenesis can help companies meet changing market demands, address environmental concerns, potentially lower manufacturing costs, and increase product performance, all while using their existing RF systems."

Visitors to the show are encouraged to drop off sample materials at booth #2343, which Genesis will test weld after the show. For more information, call 317-485-7887 or visit [www.ecoGenesis.com](http://www.ecoGenesis.com).

**About Genesis Plastics Welding**

Genesis is a plastics welding contract manufacturer specializing in the radio frequency (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, accelerates the production process 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](http://www.genesisplasticswelding.com).

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