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Dynisco strategy targets growth regions

By [Don Loepp](#) | PLASTICS NEWS STAFF
 Posted October 31, 2010

DÜSSELDORF, GERMANY (Oct. 31, 12:45 p.m. ET) -- Dynisco LLC is continuing its push into faster-growing markets for its extrusion-related equipment.

The Franklin, Mass.-based maker of extrusion sensor and control instrumentation announced at K 2010 that it is expanding into Eastern Europe and the Middle East. This follows a recent move into Asia that officials say has been quite successful.

"We went into China three years ago, and now that accounts for 30 percent of our total revenue, and it's really growing," said Michael Swanton, sales manager for the United Kingdom and Europe. "We're really adapting to changes in the market."

Dynisco plans to hire new managers in Eastern Europe and the Middle East to work with existing distributors and customers.

By having a local manager employed directly by Dynisco, the company can look after customers and even help develop products that fulfill local needs.

Many of Dynisco's customers are resin suppliers and compounders. With more material suppliers building capacity in the Middle East to take advantage of low feedstock prices, it made sense for Dynisco to follow. Some forecasters predict the resin market in the Middle East may grow 25-30 percent annually in the near future.

Jeff Wilkins, sales manager for the Americas, said business is strong in 2010, and the company has a nice backlog of orders looking forward into 2011.

Dynisco also is featuring several products at K 2010, including new sensors, instrumentation, control and analysis products. They include:

- The Opt-Trol system, which integrates control of most extrusion lines.
- SPX-T Sensors, SPX-T pressure sensors that have an RTD (resistance-temperature-detector) temperature sensor built in to allow for a temperature compensation function.

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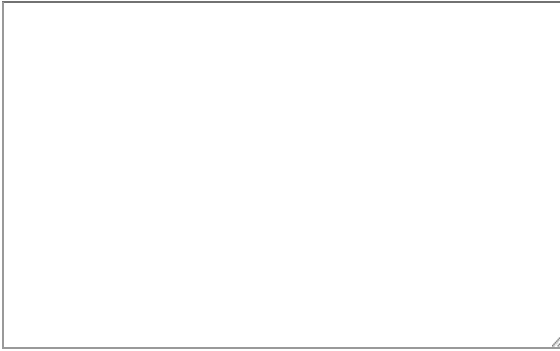
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