



PRESS RELEASE

FOR IMMEDIATE RELEASE

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North American processors benefit from significant cost reductions through process optimization with SWM & Associates

Toronto, Canada- Launched in September of 2005, SWM and Associates have made their mark with North American processors who have been ready to embrace process optimization as a way to stay competitive. The results for plastics industry companies desperately seeking an advantage are clear; increased margin, reduced maintenance costs, reliable and repeatable processing that delivers improved part quality with added value.

SWM & Associates over the last year, have been selected by three "best in class" manufacturers they call "**technology partners**" to develop sales and new business opportunities using SWM's business model. The model provides a combination of optimized products including analysis software, engineering advancements and controls. The fourth technology partner, TecMarGroup provides technical marketing expertise. SWM helps companies leverage these combined resources through their own capabilities in engineering and process optimization. The result; a complete packaged solution. Once the plan is in place, customers then have the option of dealing directly with the technology partners, or through SWM & Associates.

Scott Molnar, SWM president stated, "What's really driving the success of this business model is that plastics companies are recognizing that the products they will continue to produce in North America must be processed with the highest efficiencies possible in order to yield margins. Business is tough. If you want to succeed, you have to change your approach." SWM's approach is a win-win for both sides and the plastics industry. The technology partners already understand the concept of an optimized solution; the processors have embraced it to meet their demands for increased margins.

Molnar continued, "Another significant part to our success has been that we are not a reseller or broker of any off the shelf goods. We do our homework and have a vested interest in each solution that we implement. Success for our technology partners and for the customers that engage those solutions is very important. Our own "value add" is that we have the combined industry expertise to assess and then propose the right blend of technology partner solutions that ultimately result in increased productivity and profitability."

SWM and Associates Technology partners now include:

Moldflow Corporation

Leader in the development of software designed to optimize mold and part design, manufacturing efficiencies and temperature controls

RiTEMP Mould Temperature Control

Patented mold cooling technology developed over 30 years and launched at NPE 2006, simplifies the entire cooling circuit providing cycle time **reductions of 20-50%**.

PowerTECH Components Inc.

Preferred supplier of hot runner and machine cabling including pre configured connectors and wiring. Their "plug and play" products eliminate processing deficiencies.

TecMarGroup

Business driven, tactical and measurable marketing plan development and management focused on the plastics industry. TecMarGroup develops complete marketing plans and execution for SWM, select technology partners and its customers.





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About SWM and Associates

Founded in 2005, SWM and Associates provide companies with complete optimized processing solutions through "best in class" technology partners that can reduce costs and increase margin through efficiencies gained in engineering, manufacturing and processing.

Company founder and President Scott Molnar has a background in strategic sales and new business development with a Bachelor of Engineering and MBA degree. Mark Nagy, business partner has a background in engineering, tool design and mold making with extensive experience in process operations and is currently completing his Bachelors degree in Mechanical Engineering. Their associates provide relevant experience in the areas of sales, applications, tooling, automation, process improvement and strategic marketing.

