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**M A D E**  
**LOCAL**



We're going to crack-open the black box...

# What is Roto Made Local?

- A. Collaborative effort between ARM and SPE-Rotomolding Division to promote the North American rotomolding industry.
- B. Exhibition at Industrial Design Society of America (IDSA) conferences to favorably position rotomolding with industrial design community.
- C. Opportunity for Steve Zamprelli & Tom Innis to travel to cool places and hang out with hipsters.
- D. **All of the above.**



## Processors reach out to design community

By **Kerri Jansen**  
STAFF REPORTER

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Image By: Kerri Jansen

Tom Innes, vice president of sales and marketing for mold maker Avantech, left, and Steve Zamprelli, vice president of product development for Formed Plastics Inc., were at the annual Industrial Designers Society of America's conference to represent rotomolding.

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AUSTIN, TEXAS — A conference for industrial designers is starting to attract more plastics processors looking for a better connection with the design community.

A handful of molders joined design outlets and technology providers on the exhibit floor at the Industrial Designers Society of America's annual conference in Austin.

One of the first-timers was Ryan Provenzano, president of Caprock Manufacturing Inc. in Lubbock, Texas. The vertically integrated business offers prototyping, mold making and finishing services as well as custom injection molding.

"We have some good relationships with industrial design firms, as far as them referring their design customers to us for subsequent production, and so we want to expand upon those types of relationships," Provenzano said.

Stephen Zamprelli, vice president of product



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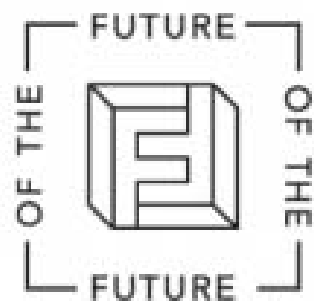
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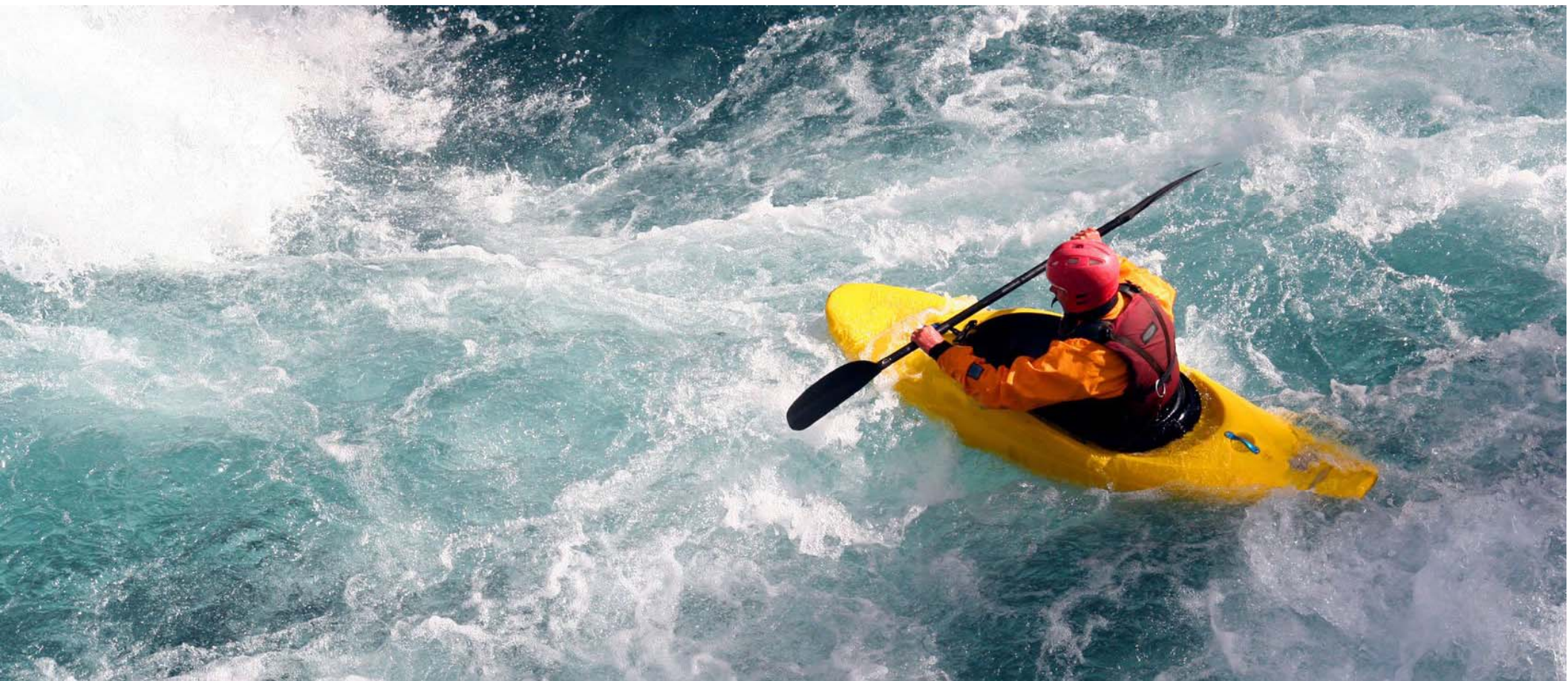
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Steven Zamprelli  
(Formed Plastics)  
engages with booth  
visitor from Cessna  
Aircraft at IDSA-2015.



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# Output from IDSA-2015

- Event report delivered to ARM & SPE-Roto Division boards.
- Opportunity for collaborative event between Roto Made Local, SPE & IDSA (“Design in Plastics 2016,” Providence, RI).
- Key attendee/booth visitor lists with contact information.
- Recommended follow-up steps (including promotional & communication plan).
- Contact with potential ARM/SPE members.
- Engagement with press (Plastics News, RotoWorld).
- SPE national in discussions with IDSA relative to reciprocal presence at events.





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