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MEDPLAST IMPLEMENTS TECHNOLOGY ROADMAPPING FOR ADDED VALUE

(Tempe AZ—March 2, 2010) Tempe, AZ based MedPlast recognizes that being part of their customer's planning process offers significant advantages in time to market, and lowest overall cost to develop and manufacture. In order to meet the changing demands of their customers, MedPlast uses the Technology Roadmapping Process (TRM) to engage at various stages of product development. Two of the key elements of the process are understanding, "the voice of the customer" and merging this understanding with the best technology applications, "the voice of technology." This sharing of product needs and possible solutions becomes the basis of our product development or "Technology Road Map".

"The voice of the customer" comes to us in many forms; some are well defined, while others are still at the creative stage of development. Gaining a collective understanding of how the product needs to perform establishes the foundation. The voice of technology is a collective library of knowledge and application to existing and potential uses. It is a continuous process of gathering, screening, evaluating and understanding their potential application.

Chris Morton, COO explained, “MedPlast strives to understand how the changing marketplace has impacted our clients. As companies continue to become leaner, they are asking for more services from their suppliers. We have been particularly successful in anticipating our customers’ needs and providing them with innovative ways to meet their product objectives. We believe that becoming part of our customers’ development process from the very beginning will ensure a leaner, more effective project.”

The Technology Road Mapping Process for MedPlast is a means to achieving this goal.

For more information about MedPlast, contact media representative Mary Garrett at 602-432-2010 or mary@mgpublicrelations.com

About MedPlast:

MedPlast Inc is one of the nation’s premier sources for precision custom molded thermoplastic, silicone, and elastomer components and molds for use in the healthcare and select industrial markets.

The company has fully integrated design, prototyping, mold manufacturing and production capabilities in five locations throughout the United States that house over 375,000 square feet of manufacturing space.

For more information visit the MedPlast website at www.medplastgroup.com or call 866-748-5439.