

## Specialty Polymer Material Company that Changes the Way Plastics Work



**Viggie Mehta**  
Managing Member

Polymer Dynamix  
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Interview conducted by:  
**Lynn Fosse, Senior Editor**  
CEOCFO Magazine

**CEOCFO:** *Mr. Mehta, would you give us a general description of Polymer Dynamix?*

**Mr. Mehta:** Polymer Dynamix is a specialty material company. We give materials personality. When you think about anything that you use in the world today, there usually are a variety of components in that object made from plastic and they work and function the way they do for a reason. They are resistant to sun light, they are strong, flexible, fire proof, and/or feel good when you touch them. We take commodity type products and essentially give them a personality. We make them the right fit for an end application.

**CEOCFO:** *What are some examples?*

**Mr. Mehta:** Think about if you are talking on a cell phone and you have a cell phone case on it. That cell phone case has a certain kind of tactile response. It is soft, it protects your phone and if it is dropped, it does not scratch easily. If you spill mustard on it, it does not stain, etc. All these things are things that are not inherent in plastic naturally but then they are built in afterwards with features that make it work properly. These are the kind of things that we do. We will take something that is more commoditized and turn it into something that is right for the end application.

**CEOCFO:** *Would you be working with a specific company on a specific product or might you more broadly come out with a line of softer feeling materials?*

**Mr. Mehta:** It is usually a hybrid of both. We have a core technology that is scalable and tunable for end applications. In certain cases, we will work with an OEM designing a new material for their application. In other cases, we may build a range of products and take it to target end markets and have them let us know what is best for them. Often this leads to us starting with a line of standard products, and then customizing something that is perfect for the customer. In both cases works off a platform technology that we usually have IP in so it tends to be a more unique kind of solution for the customer.

**CEOCFO:** *How do you know what to put together to achieve the desired result?*

**Mr. Mehta:** What we do is kind of like art. Think about a rather simple dish of penne vodka, for example. You can take one person's recipe and they will go ahead and go through a cookbook and it comes out ok. You will call it a reasonable dish. Then take the same dish prepared by a second person and following the same recipe it will be exquisite. Many times you can look at two recipes and they are almost identical but one person may use the right kind of ingredients to put together the recipe. It is the way they put it together, the order in which things are added, and the understanding of which things complement each other. That is where the art form comes into play and that is kind of where we come in. We pride ourselves in the understanding of how to put things together. It comes down to picking the right ingredients and the understanding of how to put things together that allowed us to do it in a very cost effective way and generate properties that meet the end product's requirements.