



Profile (base: RA IVC 1º sem 2015)

## READERSHIP

President, CEO, directors	7,143
Managers, supervisors	3,909
Engineers, technicians, machine operators	320
Purchasers, designers	122
<b>TOTAL</b>	<b>11,494</b>

## INDUSTRIAL BRANCHES

<b>Plastic converters:</b>	
packaging	904
food and beverage, pharma, cosmetics, cleaning products	1,685
automotive and autoparts	1,664
furniture, building, water treatment	1,013
eletroeletrônica, kitchen utensils, toys	528
shoes	202
petrochemical, pumps, valves, agricultural equipment	138
other segments	131
<b>Total</b>	<b>6,265</b>
Machinery and equipment	2,155
Users of plastic parts	1,125
Tool and mold makers	761
Recycling	543
Schools	327
Outros	318
<b>TOTAL</b>	<b>11,494</b>

## GEOGRAPHICAL BREAKDOWN – BRAZIL

NORTH	NORTHEAST	MIDDLE WEST	SOUTHEAST	SOUTH
Acre 2	Alagoas 24	Distrito Federal 25	Espírito Santo 50	Paraná 820
Amazonas 89	Bahia 133	Goiás 115	Minas Gerais 530	Santa Catarina 1,231
Pará 19	Ceará 123	Mato Grosso do Sul 21	Rio de Janeiro 337	Rio Grande do Sul 870
Rondônia 12	Maranhão 12	Mato Grosso 18	São Paulo 6,565	
Roraima 1	Paraíba 47			
Tocantins 3	Pernambuco 141			
	Piauí 8			
	Rio Grande do Norte 25			
	Sergipe 16			
<b>126</b>	<b>529</b>	<b>179</b>	<b>7,482</b>	<b>2,921</b>