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Society of Plastics Engineers  
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# Rotational Molding Newsletter



## Ready for the New Year?



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[WWW.4SPE.ORG](http://WWW.4SPE.ORG)

### In this issue:

- Chairman's Message
- Industrial product Design
- Antec 2011 Call for Papers
- Social Media Report
- Industry News

## Chairman's Message



**Hank White**

Greetings,

As we approach the Holiday season, I see much encouragement for increased business for the coming year. Equipment manufacturers seem to be busy filling new orders. SPI projects that plastics industry shipment will be up 49% over last year which is still below the 2008 level, but shows promises that the recovery has begun. I trust your prospects are looking better for 2011.

Although business is looking better, we are not creating the new industries essential for real job growth. I believe the unemployment rate will stay stubbornly high at around 9% for next year. Most companies are involved in expanding business, but becoming leaner. The economy is also going to have to kick its addiction to government stimulus spending, which has accounted for much of the actual growth we have seen this year.

Here in the Rotomolding Division of SPE, our membership has gone against the economic decline that affected the overall SPE membership in July of last year and has continued at a decreased level in 2010. Rotomolding Division membership actually increased last year by nearly 30% and has remained steady in 2010. We currently have 289 members of which 157 are primary according to Rob Donaldson, our membership chairman.

To meet our primary objectives of technology education and industry advancement the Rotomolding Division has taken on several related programs this year. These included a regional conference in Cleveland held last March, participation in the Annual Technical Conference in Orlando in May, an improved website with a recently added technical webinar with more to come, a new interactive site on LinkedIn, and an enhanced educational committee. We also have engaged in intersociety activities building a relationship with ARM and RCCPIA in China. We trust we will be an active contributor to the health and advancement of the rotomolding industry.

We appreciate the part many of you played in helping us to achieve another successful year in the Rotomolding Division as we come to a close of 2010. We have been blessed with overwhelming support from our network, friends, members, and supporters. We look forward to some exciting things in this year particularly from excellent training programs.

I will leave you with this thought. If you could fit the entire population of the world into a village consisting of 100 people, maintaining the proportions of all the people living on earth, that village would consist of:

- 57 Asians
- 21 Europeans
- 14 Americans (North, Central, and South)
- 8 Africans

Six people would possess 59% of the wealth and they would all come from the USA. Eighty would live in poverty, 70 would be illiterate, and 50 would suffer from malnutrition. So, if you have a full fridge, clothes on your back, a roof over your head, and a place to sleep; you are wealthier than 75% of the world's population.

- So... WORK like you don't need money
- LOVE like nobody has ever hurt you
- SING like nobody is listening
- LIVE as if this was paradise on earth

Have a great Christmas and a very prosperous 2011.

Hank White  
SPE RMD Chairman

## Newsletter Information

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### Newsletter Comments/Questions?

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**Asst. Editor: Dr. Peter Mooney**

## Industrial Product Design

Winner:  
Kinneir Dufort and Bristol Maid

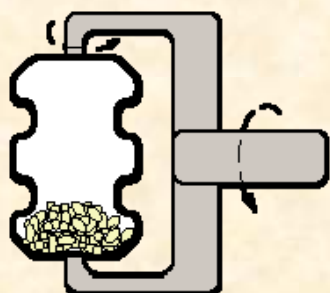
Kinneir Dufort working with Hospital Metal Craft (Bristol Maid) has created a hospital bedside cabinet that is chemical resistant and easily cleaned. The challenge was laid down by the Department of Health and the Design Council to produce a bedside cabinet design that would reduce deaths from C.dif and MRSA. Only plastics could answer the brief.

The finished product has wipe clean castors, easy clean handles, and drawers that sit flush at the back. Its design allows patients to store their belongings easily – it has a top shelf, bottom tray, hook for coats and jackets, and an open access middle shelf. The icing on the cake is a lockable top drawer activated by a RF transponder on the patient’s wristband. It is also suitable for both left or right hand bed sides.

Kinneir and HMC carried out weeks of research in hospitals and created design prototypes to gain more feedback before the final design was launched in April of this year. The unibody of the design required a single skin of PE antistatic plastic light in weight and impermeable to infections with no joints or junctions to harbour infections.

However, traditional rotational moulded products with highly textured finishes would harbour infections. So an ultra high quality CNC tooling method was used, which the judges noted and were very impressed by. Using CNC’d billet aluminum rather than traditional cast tooling eliminates tooling porosity and superficial defects, while providing a near injection moulded level of finish.

The judges said: “This is a high profile product that deals with the very real problem of infection control in hospitals. You can see this becoming a very familiar product for many years to come.” The product has attracted rave reviews and there is now a six-month waiting list and additional manufacturing resources are being sought to meet demand.



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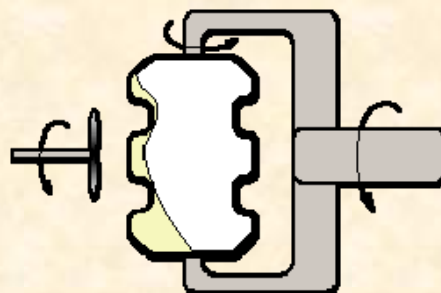
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**CALL FOR PAPERS**

## *Rotational Molding Division (RMD)*

ANTEC 2011

May 1-5

Boston, Massachusetts USA

ANTEC 2011 (Annual Technical Conference of SPE) will be held in Boston, Massachusetts. ANTEC is one of the world's largest technical conferences. Hundreds of papers will be presented and exhibitors will be on site to demonstrate the latest technology and products.

**Time is short** for the submission of technical papers for the ANTEC 2011 Technical Program for the Rotational Molding Division for the Society of Plastics Engineers. We invite you to submit an abstract and technical paper at this time! **Please submit your paper as a place holder by the November 19 deadline. Revisions can be made up to February 1, 2011.**

### **Submission Details:**

Topics can include new materials, additives, blends, process optimization, new technology, and innovation in rotational molding.

All authors are asked to submit an abstract (300 word maximum) along with their paper if you have not submitted an abstract earlier.

### **Submission Deadlines:**

**Abstract/Paper — November 19, 2010 (5 p.m., Eastern Standard Time)**

Revisions — February 1, 2011 (5 p.m., Eastern Standard Time)

### **Abstract/Paper Submission and Review Process:**

Authors submit their abstracts and paper to an online database via a web site. The database can accept virtually any type of electronically formatted document (PC and Mac formats). Click on the link provided in this e-mail to submit your abstract/paper.

Once the abstract file is submitted to the web site, it is automatically converted to an Adobe Acrobat PDF file.

The SPE Technical Program Chairs and respective review committees conduct paper reviews via the paper-submission web site. The reviewers then forward any necessary revision requests to the authors via e-mail.

As you can see, the process for an ANTEC author is relatively easy. If you have not submitted a paper or made a presentation at ANTEC, please consider the possibility...it will be worth your efforts and helps make our Division ANTEC experience successful.

The RMD Chairman, Charles (Hank) White, and the SPE/RMD review committee thank you in advance for your paper submissions and presentations. We look forward to seeing you in Boston.

[Charles \(Hank\) White, RMD Chairman, \(570\) 321-5533, cwhite@pct.edu](mailto:cwhite@pct.edu)

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## Social Media Outreach Report



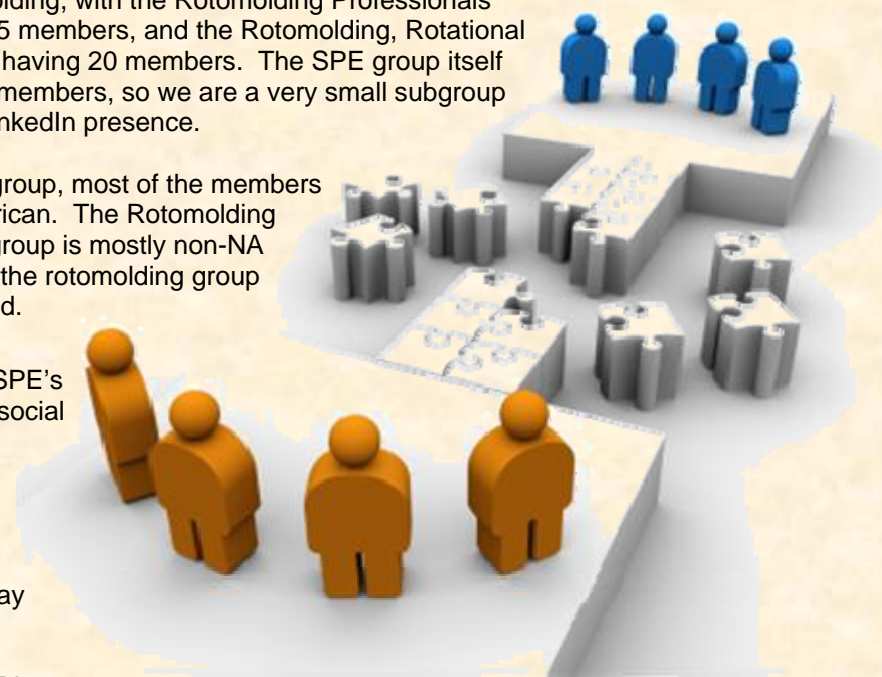
**Barbara J. Arnold-Feret**


The LinkedIn RMD group presently has 45 members, and seems to be at a fairly stable level within the SPE subgroups. In contrast, there are 3 groups within LinkedIn that are devoted to rotational molding, with the Rotomolding Professionals group having 95 members, and the Rotomolding, Rotational Molding Group having 20 members. The SPE group itself has over 6000 members, so we are a very small subgroup within SPE's LinkedIn presence.

Within the subgroup, most of the members are North American. The Rotomolding Professionals group is mostly non-NA members. And the rotomolding group is evenly divided.

With over 6000 LinkedIn members now on SPE's group, there is growing recognition that the social and virtual group may rival SPE's traditional membership for those individuals who are looking for on demand networking or crowd sourcing versus traditional trade shows. This is significant as we seek to attract younger professionals and those who we may not get to interface with via meetings.

I'm in the process of adding a Rotomolding Blog to the site. The challenge for a blog is to add good context that doesn't take up too much time to generate and won't compete with the newsletter.






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## Industry News

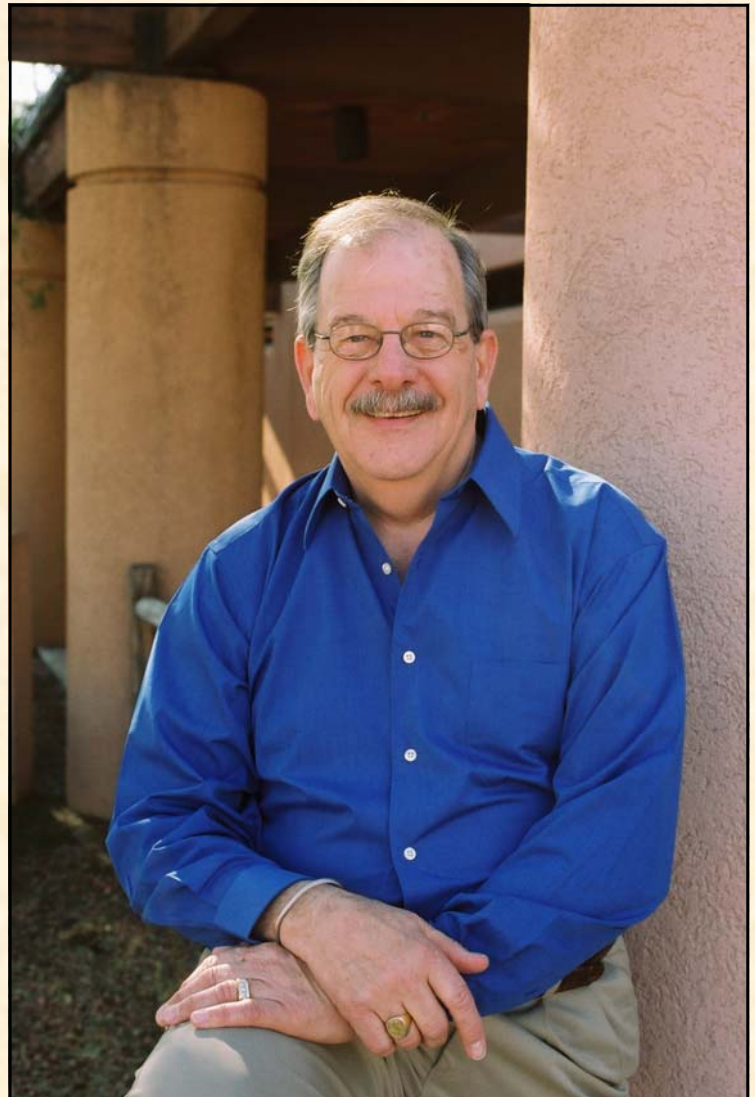
### Chroma Adds Representative in Southwestern Territory

Chroma Corporation and Annolino & Associates, LLC have entered into an agreement where Annolino & Associates, LLC becomes the Southwestern territory representative and sales agent for the entire line of compounded products offered by Chroma Corporation. This includes concentrates, precolor, glass filled compounds, photoluminescent, Biodegradable concentrates, FDA Frosted PET colors and the entire line of products designed for the rotational molding community, which includes dry colors, Photoluminescent Compounds and Glow putty. Annolino & Associates, LLC. will add these products to their existing line of resins and compounds. "Joe Annolino brings a unique and valuable skill set to the Chroma family," said Tom Bolger, President of Chroma Corporation. Stuart Swain, Director of Sales and Marketing, said, "Joe's background and extensive knowledge and experience in combination with Chroma's industry leadership are a winning combination. Having Joe as part of the team will permit Chroma to service the industry even better than before".

Joe Annolino, president of Annolino & Associates, LLC stated, "adding Chroma's extensive product line will give Annolino & Associates, LLC the ability to service our current customers with a more extensive product offering".

Chroma Corporation is a global thermoplastic compounded raw material leader and offers the broadest range of custom color, special effect, and specialty additives in master batches and precompounded products in commodity and engineering thermoplastic resins for extrusion, injection molding, blown film and a multitude of other processes and applications including rotational molding. Founded in 1967, it now employs more than 110 people. For more information, please see [www.chromacolors.com](http://www.chromacolors.com)

For additional information please contact Stu Swain at 815-759-2100 or [sswain@ChromaColors.com](mailto:sswain@ChromaColors.com)



Submit your news story or technical article to the RMD Newsletter!  
*The submission deadline for the next edition is March 1st.*

**Got a comment?**  
**[rmd@rotomolding.net](mailto:rmd@rotomolding.net)**  
**847-549-9970**



## Industry News

### Olympus Partners buys Promens' U.S. Rotomolding plants

By Bill Bregar

October 15, 2010 PLASTICS NEWS STAFF

STAMFORD, CONN. (Oct. 15, 12:40 p.m. ET) -- After buying three major tank rotational molders, private equity firm Olympus Partners has picked up the six U.S. rotomolding plants from Promens hf. Promens announced on Oct. 13 that it sold all six U.S. factories -- rotomolding operations in Elkhart, Middlebury and South Bend, Ind.; West Chicago, Ill.; Littleton, Colo., and Ridgefield, Wash.

Iceland-based Promens, the world's largest rotomolder, will keep a factory in St. John, New Brunswick, that rotomolds insulated tubs for one of its core markets: material handling for fish, meat and other foods. Terms were disclosed.

In a buying spree that began in 2008, Olympus now owns tank molders Snyder Industries Inc., Norwesco Inc. and the tank manufacturing division of Rotonics Manufacturing Inc. Buying Promens North America gives Olympus Partners a position in custom rotomolding. Promens North America is one of the largest custom molders in North America.

According to *Plastics News* rotational molders ranking, Promens North America's business is about 45 percent custom molding, to 55 percent proprietary products, and includes a wide range of markets including tanks, consumer products, lawn and garden, electrical/electronic, automotive, recreation and sporting goods, medical furniture and highway safety products.

The six U.S. Promens plants — plus the Canadian plant, which is not part of the deal — make up Promens North America, which is the seventh-largest North American rotomolder in the *Plastics News* ranking, with total 2009 sales of \$72.5 million, 450 employees and 53 rotomolding machines in the seven plants. According to *Plastics News* ranking data, Olympus Partners now owns rotomolding businesses that generate about \$300 million in sales. Officials of Olympus Partners, based in Stamford, Conn., could not be reached for comment.

Promens had retained Quetico Partners LLC, a Minneapolis investment banking firm, to explore strategic options for the U.S. business. Quetico Managing Director Bill Jarrett has experience setting up rotomolding deals. After the sale of its U.S. business, Promens now operates 49 factories in 20 countries. Promens sold the U.S. plants as part of a strategic move to focus on its "larger and more dominant European part of the business," plus some niche markets in global markets. Promens is based in Kopavogur, Iceland, and is owned by Icelandic investment firm Atorka Group hf. The company built its U.S. rotomolding business by purchasing Bonar Plastics Inc. in 2005 and Elkhart Plastics Inc. in 2006.

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## Industry News

### Seniors get back into rotomolding

By Bill Bregar

October 14, 2010 PLASTICS NEWS STAFF

MIAMI (Oct. 14, 3:45 p.m. ET) -- Robert Grossman, 90, and his partner, 83-year-old Tom Schidel, are back in the rotational business a dozen years after they sold Rotocast International Inc. to Rotonics Manufacturing Inc. "I think that you have to keep busy and you have to keep busy doing something you like," Grossman said.

Grossman and Schidel reacquired the Terracast line of planters and Classic Lamp Posts and light globes from Rotonics. They started the business, GSC Industries in Miami, on Sept. 1. The president is Lou Blondin, who had been Rotocast International's marketing manager. GSC is outsourcing its rotomolding to another company, which Blondin declined to identify.

Grossman joked that he is too old to run a manufacturing operation. Rotocast was a large company, with five factories when the partners sold it to Rotonics in 1998. "I don't to go back in business at 90," he said. But Blondin said Grossman and Schidel are full of good ideas and marketing savvy. "They're about as enthused and energetic as they can be. They're making calls and being as creative as usual," Blondin said. "We picked up where we left off."

Grossman and Schidel, both members of the Plastics Hall of Fame, founded Miami-based Rotocast in 1967. Grossman was the first president of the Association of Rotational Molders. They installed the first rotomolding machine in the state of Florida to produce polycarbonate light globes. "Now we're back in the same business," Grossman said.

Rotocast also pioneered the rotomolded decorative lamp post — now also offered by the new company. The lamp posts are made from a hollow outer shell of polyethylene, molded on a rock-and-roll machine. The poles are reinforced with a galvanized steel pole down the middle. Larger lamp posts use a filament wound composite pole, Blondin said. The supplier injects foam between the shell and reinforcing pole. The large Terracast planters are sold to landscape architects and specifiers. Although GSC is not doing the rotomolding, the company's first priorities are quality and on-time deliveries.

What did Grossman and Schidel do between selling Rotocast in 1998 and starting their new company? Hint: It wasn't golf all day. They got into real estate. When they sold Rotocast to Rotonics, the partners kept ownership of the factory buildings and land in Miami; Knoxville, Tenn.; Brownwood, Texas; Las Vegas and Bossier City, La. Rotonics rented the properties. Grossman and Schidel invested the money into more real estate and buildings. When the real estate downturn hit, they started a mortgage broker firm to help buyers secure credit. Now they're plastics guys, once again.

Grossman said the Great Depression molded him into a hard worker. "What it produced was sort of a conservative guy whose idea is that work is a good thing to do. I just never got over working. I enjoy it. I love the people I meet and things that I do," he said.

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From left, Tom Schidel, Robert Grossman and Lou Blondin of GSC Industries.

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## Industry News

### Rotomolding materials supplier buys Australian firm

By Barry Copping

November 23, 2010 PLASTICS & RUBBER WEEKLY

NORTHAMPTON, ENGLAND (Nov. 23, 12:15 p.m. ET) -- Revolve Group, the owner of European rotational molding materials specialist Matrix Polymers Ltd., has expanded into Australia and New Zealand with the purchase of Vanglobe Pty. Ltd. The purchased operations will now do business as Vanglobe Matrix Australia Pty. Ltd., based in Carole Park, Australia; and Canglobe Matrix New Zealand Pty. Ltd., based in Palmerston North, New Zealand. The combined operations, which specialize wholly in materials for rotomolders, now has seven locations in Europe, Australia and New Zealand, with sales of around 50,000 metric tons per year of mostly colored powder.

The company will be one of the largest suppliers to rotational molders in Australasia, with production in Brisbane and Perth in Australia, and Palmerston North in New Zealand. It also has an R&D and warehousing facility in Melbourne. Martin Coles, who founded Matrix 19 years ago, will chair Vanglobe Matrix. Owen Keates, CEO of Vanglobe Matrix, is a chemical engineer and supply chain specialist. He added: "When Martin and I started talking about a possible acquisition of Vanglobe I was convinced that we could significantly enhance our value proposition to customers."

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**ANTEC 2011**

## Industry News



# 2011 Plastics seminars



### Integrated Plastic Product Design: Concept to Production

To register, fill out the [registration form](#) and fax it to (978) 934-2028. For more information about registering, [click here](#).

#### 3 DAY LECTURE/WORKSHOP OFFERED TWICE:

March 14-16, 2011 (CRS# 00.758-002) August 8-10, 2011 (CRS# 00.758-021) **TUITION: \$1195**

#### OVERVIEW

This uniquely structured three day seminar is instructional as well as very interactive. The program addresses specific design guidelines for all major plastics manufacturing processes based on similarities and differences specific to each process. Unlike conventional seminars which focus on design rules, this program has been carefully prepared to provide you with an understanding of the process and its affect on design limitations as well as benefits based on actual case studies. The program is ideally suited to engineers and industrial designers interested in plastics product design. Participants will be provided with an overview of plastic product design from initial product specifications to final production considerations. Content is typically modified during the seminar to maximize interest level based on students' interests and professional backgrounds. Topics include industrial design, prototyping methods and engineering development based on actual case studies. Emphasis is placed on plastic product design, material and process selection as well as industrial design requirements.



An overview of the many factors to be covered in this program is summarized below:

- Research and product specifications
- Concept development - industrial design
- Concept refinement - industrial design
- Engineering and CAD design
- Prototyping
- Production documentation
- Production release and follow-up

In addition to the above mentioned, the program will include human factors, aesthetics, marketing considerations, product architecture, cost trade-offs, tooling amortization, assembly labor, serviceability considerations, material selection, and finally process selection. General design considerations and guidelines will be discussed for the following plastic processes:

- Injection Molding
- Rotational Molding
- Gas Assist Injection Molding
- Structural Foam Molding

*Continued on next page*

## Industry News

### Integrated Plastic Product Design: Concept to Production (continued)

- Pressure Forming
- Vacuum Forming
- Polyurethane Casting
- RIM
- Blow Molding
- The curriculum will be structured to communicate this information in the following formats: PowerPoint® lecture
- Case studies and examples
- Review of CAD files of actual products
- Review of physical parts
- Discussion of actual products
- Interactive workshop applying the principles

#### CONTENT

The program will be segmented into the following groups:

#### Day One Morning Session

- Overview of product design, industrial design & plastics design

#### Day One Afternoon Session

- Holistic overview of plastics design guidelines based on all processes
- Case studies based on various processes

#### Day Two Morning Session

- Product design using plastics
- Plastics process comparisons

#### Day Two Afternoon Session

- Examples/case studies/application of creative thinking
- Workshop

#### Day Three Morning Session

- Continuation of product design using plastics
- Detailed explanation of design similarities and differences

#### Day Three Afternoon Session

- Workshop – Apply the classroom information to an actual example

#### INSTRUCTOR

**Michael Paloian** is president of Integrated Design Systems, Inc. (IDS), located in Great Neck, New York. Since its inception almost 30 years ago, IDS has developed hundreds of products ranging from MRI machines to pool chlorinators for companies worldwide. Mr. Paloian received his undergraduate degree in Plastics Engineering from Lowell Technological Institute in 1972 and his Masters of Industrial Design from Rhode Island School of Design in 1976. His unique education as an industrial designer and plastics engineer has enabled him to design products from concept to production. Mr. Paloian has more than 30 years experience designing products in numerous materials, including plastics, metals and composites. Mr. Paloian's extensive experience in numerous markets as both an industrial designer and engineer provides him with a distinctive advantage in optimizing designs based on materials, process and cost.



Mr. Paloian holds more than 30 patents, has been committee chairman for the SPE and has frequently lectures for numerous professional organizations internationally. Michael has also written numerous articles concerning design for publications such as Machine Design, Design News, Innovation, Rotation and Plastics Design Forum.

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# Rotational Molding Newsletter



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RMD Classified Ads provide an excellent opportunity for you to:

- *Sell new and used rotational molding equipment and accessories.*
- *Promote goods and services to the rotational molding industry.*
- *Advertise for help wanted and positions wanted within the rotational molding industry.*



The **RMD Newsletter** is an award winning publication available to thousands of SPE members on the RMD website.

This quarterly publication is well read and received by international organizations and individuals involved in the rotational molding industry.

The RMD is now offering the opportunity for you to reach the global rotational molding markets by placing classified advertising in upcoming editions.

***View the current and previous editions of the RMD Newsletter online at [www.rotomolding.net](http://www.rotomolding.net)***

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***Business cards and classified ads will be posted on the RMD website at no charge through the publication period of the RMD Newsletter.***

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## CURRENT PLASTICS ENGINEERING

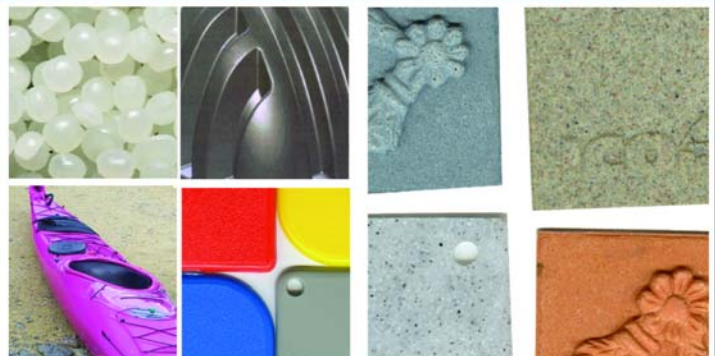
A broad range of additives and masterbatches are available to tailor the appearance, functionality, performance, safety, cost effectiveness, and processing efficiency of resins. Colorants and special effects, the largest group, help designers and manufacturers differentiate their products and packaging in the marketplace for a competitive edge. This report covers developments in the major additive categories over the past year. Products are grouped alphabetically by functional type.



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	<u>1 year</u>	<u>2 years</u>										
US	\$10.00	\$20.00										
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## RMD Interim Financial Report

SPE's Rotational Molding Division  
Interim Financial Report 2010-2011  
July 1, 2010 to Nov 1, 2010

	<u>Actual</u>	<u>Budget</u>
<b>Cash Balance:</b> Beginning of Period	\$43, 908.65	
<b>Cash Receipts in Period:</b>		
SPE Rebate	\$217.23	\$0.00
Interest	\$6.17	\$0.00
Newsletter Ads/Sponsorships	\$0.00	\$0.00
Scholarships/Grants Fund	\$0.00	\$0.00
TopCon	\$0.00	\$0.00
Total Income in Period	\$223.40	\$0.00
Total Cash to be accounted for	\$44, 132.05	
<b>Cash Disbursements in Period:</b>		
Board Meetings (teleconference)	\$0.00	\$0.00
TopCon	\$0.00	\$0.00
e-Newsletter Printing/Mailing	\$0.00	\$0.00
Awards (Student Papers)	\$0.00	\$0.00
Scholarships/Grants	\$0.00	\$0.00
ANTEC Expenses	\$0.00	\$0.00
BOD & ANTEC Speakers Awards	\$385.97	\$0.00
President and Past Presidents Awards	\$0.00	\$0.00
Membership Brochure/Mailing/Dues	\$0.00	\$0.00
Website Hosting	\$0.00	\$0.00
Election, Ballot, Postage	\$0.00	\$0.00
SPE Product Design Comp.	\$0.00	\$0.00
Website Domain name (2004-2013)	\$0.00	\$0.00
Webinar	\$0.00	\$0.00
Total Disbursements in Period	\$385.97	\$0.00
Cash Balance End of Period	\$43, 746.08	

-----  
The Cash Balance is made up as follows:

Scholarships/Grants (savings acc.)	\$2, 020.93
Checking Account	\$287.14
Savings Account	\$41, 438.01
<b>Total Cash Balance</b>	<b>\$43, 746.08</b>

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Respectfully submitted  
By  
Rex Kanu  
Treasurer RMD

SPE's Digitized Presentations are multimedia recordings of past e-Live™ Presentations.



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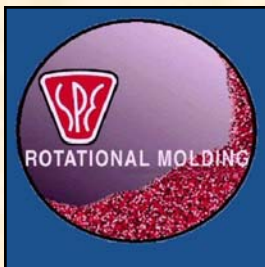
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