

REPORT ON ARM INTL SARD COLOMBO MEET

VENUE : Golden Pond , Taj Samudra
DATE./ TIME : Nov 21, 2006
PARTICIAPANTS : Forty
PRINCIPAL SPONSOR : Plastishells, Colombo

SARD Manager, S.B.Zaman welcomed the attendees and lauded the role of **ARMI- SARD Sri Lanka Country Representative, Sunil Liyanage** for playing local champion to ensure successful organization of the Meet. Special mention was made on the substantially larger attendance in comparison to the SARD Meet held in the previous year.

SARD Country Rep for Sri Lanka S. Liyanage, Plastishells in his **Welcome Remarks** spoke of the opportunity that such an event provided to share knowledge & experiences as well as build bonds of friendship and Industry togetherness. Symbol of the country's rotational moulding industry's right level of maturity was the manner in which members of the industry had empathized with him over the recent disastrous fire in one this company's rotomoulding unit. This spirit of togetherness needed to grow intensively and extensively in a situation where there were only 10/12 rotomoulders as compared to 200/300 injection moulders in the country.

Making the **Regional Moulders Viewpoint presentation Sunil Liyanage** stated that their technology had been sourced from New Zealand. Although the primary machines were still open flame machines and primary products still water tanks ranging form 250 ltrs to 10,000 ltrs capacity, bins and containers are produced as well. Carousels and Shuttles have started coming and raw material for which consumption in 2005-06 has been around 5000 tonnes, comes mainly from south East Asia and Middle East. Listing out some of the problem areas facing the Sri Lankan rotomoulding industry, the viewpoint made was that if all rotomoulders allocated part of their resources in time, finances and manpower towards uplifting the industry, they will be doing a world of good to their industry and themselves.

Jayant Kamat, Reliance Industries Ltd. presented next on **New Products & Applications for Rotomoulding**. The presentation covered Global scenario in rotomoulding, Material development, Indian scenario and New opportunities in non conventional applications. Raw material development was shown as a journey from Plastsol to specialties. Pointing out similarities between the Indian and Sri Lankan industries polypropylene which was being exported in a big way by RIL was spoken of as very advantageous for underground and chemical tanks The market was seen as shifting to custom made products resulting in growth for the non tank sector. Growth areas and opportunities were identified as Solid Waste Management, Toilets and Underground Equipments, Material Handling Products, PoP/Pos & Display Products, Foamed Products and Decorative Products.

A highly interesting CD Presentation was then made of product samples that Reliance Industries had acquired from the advanced rotomoulding American market. These were clubbed in categories like : Industrial Applications, Tank Applications, Decorative Applications, Sports & Recreation, Automotive Application and Road safety Application.

Made in India for the World was the topic of the next presentation by **Satish Gokhale, Design Directions**. Running through a series of Design solutions that constituted his company's impressive repertoire of successfully designed products the presentation made its point on what Design is all about - it touches everyday life and makes the product and user feel special. This is equally true at both the personal and the mass levels. Although the products shown did not contain rotomoulded parts, they not only revealed scope for rotomoulding but also underlined the fact that when profit margins are getting

eroded the best way to compensate is through Design. It was always important to design a good looking product. If that was done then a Win, Win & Win situation was always achieved- win for the client, win for the end user, and win for society at large. It was therefore essential to combine good aesthetics, good ergonomics and good engineering to create a strong visual identity for a successful product.

Dinesh Joshi, Fixopan Machines was the next presenter on **Advanced Rotomoulding**. The presentation stressed on the importance of intermediate steps in the rotomoulding of complex parts.

The presentation ran through with illustration and details, products that are relevant to our rotomoulding industry and are in a higher technology rung.

Explained in depth and detail were Septic tanks, Rotomoulded parts for rain water harvesting, Road cones and traffic barriers, Pallets, Toilet seats, Garden furniture, Bins, Lamp globes, Horizontal tanks and Planters.

Better Tanks, More Economically by **Deepak Kothari, Aurangabad Rotoplast** seemed to address popular interest among attendees. The moot point made was that the proposition had to be seen in the right perspective i.e what results are obtained over time- in the long run. Some immediate cost cuts may actually be adding to costs over time. It was important to learn from what global leaders focus on when they put up new plants.

It is necessary to identify the elements that get factored into both good manufacturing processes and good economics – Raw material, Fuel consumption, Electricity consumption, Rate of rejection, Moulding machine efficiencies, Skill levels, Quality of moulds and Level of after sales complaints.

When it came to raw materials there is no place for recycled material or fillers for they only add to cost and cost you your name and reputation. Similarly cheap fuel sources like LDO are inconsistent and corrode machines apart from being a health hazard. A basic thumb rule to gain high efficiency level in production is to use the best fuel. The right weight - strength relationship has to be maintained. Processing has to be correct leaving no scope for degradation. Raw material requirement can never be reduced by inferior wall thickness. Complete burner combustion has to be ensured and it has to be clearly understood that use of reprocessed material will not allow complete processing. 45Kw of electricity/kg of tank was mentioned as an important benchmark figure. Maximum automation in to be targeted to maximize efficiency and economy.

When correct methods and processes are not followed they lead to after sales complaints. After sales service caused by faulty production is a major hidden cost that is to be avoided.

The Exxonmobil Rotomoulding Safety Awareness presentation by **Vudyananda Sellahewa, Unitrac Holdings** was next.

The authenticity of the presentation lay in the fact that Exxonmobil has a record of 37 years of safe operations (no lost time accidents) in their Polymers Technology Centre.

The basis of safety controls is to protect employees from a Health and Safety standpoint and they are also designed to protect the environment. Safety controls comprise of Personal Productions Equipment(PPE), Engineering Controls and Systems.

Each of the above was illustrated with pictorials and constituent details.

Padmanatha Adikaramge, Carousel Moulding spoke briefly next on the benefits of having been ARM member for a year and how it changed their outlook more than anything else. He felt that more companies from Sri Lanka should join ARM Int'l SARD for the good of the Sri Lankan rotomoulding industry.

SARD Manager, S.B.Zaman spoke of the pedigree of the organization while making the **ARMI- SARD presentation**. According to him there was strength in the very fact that ARM Int'l, the parent organization had just held its 31st Annual Fall Meeting in Washington D.C . SARD has with its exemplary accomplishments over the past couple of years become a role model for its siblings LAD and CEED.

Special thanks were given to **Plastishells** for their great support and Principal Sponsorship for the Meet as well as to the Joint Sponsors **SCG Chemicals, Unitrac Holdings, and Vaughan Chemicals**.

Derrick Pereira ,Plastishells who had worked tirelessly for the Meet proposed the **Vote of Thanks**

The Meet ended with Cocktails and Dinner



Some Participants at the Colombo, Sri Lanka Meet



SARD Country Rep for Sri Lanka
Sunil Liyanage, *Plastishells*



Colombo, Sri Lanka Meet Attendees



Jayant Kamat, *Reliance Industries Ltd.*



Dinesh Joshi, *Fixopan Machines*



SARD Manager S.B. Zaman



Deepak Kothari, *Aurangabad Rotoplast*



Discussion over Cocktails



Satish Gokhale, *Design Directions*



Vudyananda Sellahewa, *Unitrac Holdings*