

REPORT ON ARM INT'L SARD MUMBAI MEET

Venue	: Emerald Hall of Hotel Kohinoor Park, Prabha Devi, Mumbai
Date/Time	: June 09, 2006 At 3.30 p.m (Registrations)
Special Attraction	: Display of 75 Product samples from the RIL Collection of Product samples acquired from the advanced Rotomoulding Markets of North America.
Joint Sponsors of the Meet	: Infra Industries, Mumbai B.D. Industries, Mumbai Toyo Containers, Pune
No.of Participants	: Sixty-five

With their registration done, attendees spent an exciting hour among the medium and large size product samples that were neatly arranged along the entire length of the terrace outside the Meeting Hall. The variety of shapes, sizes and colours had the attendees poring over and feeling them. Ravi Mehra who selected the samples for RIL and Jayant Kamat of RIL were on hand to explain and answer all the queries.

SARD Manager S.B.Zaman welcomed the attendees and **SARD Vice Chair A Baheti** highlighted some of the significant progress made by the Division since the II Annual Conference in Feb this year.

A. Baheti, Pure Ganga then launched the presentation proceedings for the evening with the topic **Trouble shooting in Rotomolding & Proposed changes in Indian Tank Standards.** Tackling the issue of proposed Water Tank Standards first the firm view was that the standard should also include the liquid used for food and beverages and chemical solutions at atmospheric pressure. Also an essential ingredient of any standard had to be a test for the thermal stability of the base resin/compound. The standards also had to take into account that coloured tanks were now a part of the Indian market. Similarly many of the new design and other features require corresponding provisions in the standards to ensure that the standards remain in touch with the reality of the market. Devoting the second part of his presentation to Trouble Shooting he covered a whole gamut of problems that arise in our conditions and offered practical solutions to tackle or overcome them. Problems connected with moulds, mould releasing, warpage, shrinkage and many more were run through the 'correction course'

Design & Development of Rotomoulded Products by **Ravi Mehra, Norstar Int'l** was the next presentation that followed. A typical Design Protocol was presented which consisted of elements of Product Design like Understanding requirements, Concept Designs, Material & Process selection; those of Industrial Design like Human Engineering, Ergonomics, Appearance Design; that would lead to the detailed drawings of Final Product Design. A Development and Design checklist was then enumerated consisting of Environmental Requirements, Electrical Requirements, Appearance Requirements, Secondary Requirements, and Regulatory Requirements. A detailed checklist based on the experience of leading American companies was then listed out. If the above regimen was followed then Design would be on the right course to develop and rotomould a successful plastic product. Design Guidelines were then explained with the help of sketches for wall thickness and wall separation, flatness/ warpage, corner radii, angles, ribs, kiss-offs, threads, inserts, holes, and undercuts. The intricacies of material and mould selection were examined to bring forth the advantages of the rotomoulding process.

With Design companies coming to the fore in the SARD membership the next presentation was appropriately done by **Satish Gokhale, Design Directions** on the topic **Designed and Manufactured in India for the World**. This was an eye opener for the rotomoulding industry as attendees were provided a first hand account with the help of high quality product visuals on how good looks through innovative designing could to wonders to an entire range of products of the pharma lab equipment, electrical and the electronics industries among others. Even screw fasteners could be nicely designed to add to the aesthetics of a product. The audience feasted its eyes as it was explained product by product how these products lacking good design sense got transformed and found approval in some of the most advanced markets of the world through innovative design that took care of practical utility aspects. This was as true for pathological lab equipment as it was for a desktop offset printing machine.

Water Tanks have been a focus area for SARD this year and the next presentation **Good Tanks make Good Business** by **Blaise Costabir, Zarhak Moulders** was in tune with this. Terming it the 99:1 Raison d'être the presentation found the present logic of the Water Tanks industry a no win situation for all the stakeholders. Nobody wins in a scenario where the BIS standards are outdated, technology is low, non food grade fillers are used, the 'all tanks are black' syndrome prevails and emphasis is only on price. Citing the logic of tank manufacturing as that the customer is available the areas of improvement were seen as Manpower, Machine, Material and Money. Manpower needed to have the right attitude, follow systems and understand the process. Maintenance, cycle times, better machine and mould designs get machines to perform better. Testing and better grades would ensure better raw material for moulding. If you used money not as an end but as a means in a manner that was judicious and followed good systems then it served you better.

Dr. J. Kapadia, Ciba Speciality Chemicals presented on a topic of great business interest **How to increase Customer Base**. The presentation panned across Markets, the Water Tank Market, Improving existing products, Emerging Opportunities and Existing Opportunities to arrive at a credible rationale on how to increase customer base. The presentation looked at adding value to the existing product and more stringent quality standards when it came to the Water Tank Market. It looked beyond polymer protection and how to extend plastic life like with the use of antioxidants. Ways to retain properties like high gloss and extreme weatherability as well as the use of antimicrobials were factored. The Use of antistatic additives and FR compounds for rotational moulding were recommended in the appropriate application. The advantages of PE foamed products had to be exploited and it had to be understood that the rotomoulding process is a Designer's Paradise. In conclusion it was said that to increase Customer Base it was necessary to concentrate on selected products, focus on core competency, beware of competing processes, use salient features of design and add value to existing products.

Vinod Miya, Integrated Technology made the **Dupont** presentation on Release Agents & Speciality Lubricants, The Presentation progressed systematically from the function of release agents to the types of such agents and then to the advantages and disadvantages of the permanent release agents. A similar exercise was done for semi permanent releases. The key question of how to choose a Release Agent depended on how the part is designed, how many parts are to be made, what colour and finish the part is, what resin is used and how big the part is. Solvent based release agents and water based release agents were looked into and their advantages assessed along with success factors. Speciality Lubricants which was the next part of the presentation looked at their benefits in the context of Pulverisers, Biaxial rotomoulding machines and Rock & Roll Bearings.

The **ARM Int'l/SARD Presentation** by **S.B.Zaman, SARD Manager** followed next. He invited the audience to look at the good reasons to join ARM Int'l/SARD for the ones who had not joined already, and the good benefits that the ones who had joined as members were experiencing. The fact that attendees

at the Meet came from many parts of the country and that some companies were sending groups of their personnel was noted with great satisfaction as proof that ARM Intt'l/SARD's mission of promoting rotomoulding was making good progress. The flow of communication being a key factor in this mission, he took some instant feedback on how often those present looked at their emails and the ARM-I and SARD websites for rotomoulding information and news. There was a lot of room for improvement in this regard.

A special round of thanks was deservedly given to **RIL** led by **Jayant kamat** for the Product Samples display and other help, to **Mukesh Ambani** and the **Infra** team for some great support and co-operation, and last but not the least to the three **Joint sponsors, Infra Industries, B.D . Industries, and Toyo Containers** (all moulders of the region) for their support and co-operation.

Plenty of discussions followed as attendees interacted over cocktails. The Meet got over with dinner.

Feedback sheets submitted at the end of the Meet had special praise for the Design content of the Meet and the Product Samples display.

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Mumbai Meet, June 9, 2006
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Product Samples Display



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Attendees



Presentation



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