

Since India is currently all about growth dynamics the **VIII StAR Annual Rotomoulding Conference** has taken full cognizance of it. So the Theme of the conference is **ROTATE MUMBAI FOR GROWTH OPPORTUNITIES**. The content of the conference will surely live up to it; Learning and Networking will revolve around Growth and Opportunities.....

## VIII StAR Annual Rotomoulding Conference Mumbai, India - January 23 - 25, 2011



View of Mumbai from its famous sea link

### Dear Reader,

The impressive assembly of delegates from around the world at the ARMO Conference by StAR in Goa in Jan / Feb'10 had deeply appreciated the resilience of the Indian Economy. Even when growth trends had spiralled negatively around the world GDP growth in India more or less held its own, making the country an attractive business destination. Plenty of the "feel good" factor around the Indian economy and its rotomoulding sector had rubbed off on all the delegates who had docked in for the Goa Conference. Recent news continues to be very encouraging regarding the fresh impetus to Indian economic growth, significantly in sectors relevant to rotomoulding. This has spawned new opportunities both for the global rotomoulding industry as well as its Indian counterpart.

The StAR Annual Rotomoulding Conference provides the most opportune platform for the most studied learning, networking and business interactions for the benefit of Global Rotomoulding. Careful thought has gone into the selection of Speakers and Topics as well as the overall Programme of the Conference. Technology and Markets will be important fulcrums for the sharing of Knowledge and for Tie ups/JVs between Foreign and Indian Companies.

The conference section of the StAR website >> [www.starasia.org](http://www.starasia.org) will have all the conference information soon. Online registration for the conference and booking for hotel rooms at the Leela Kempinski will also become available then. You will also be able to book online for pre and post conference tours. An added attraction for the conference attendees will be Plastivision the well known international Plastics exhibition to be held in Mumbai from Jan 20-25, 2011.

On behalf of StAR we invite the rotomoulding world to come and ROTATE MUMBAI!!

Mukesh Ambani  
President, StAR

S.B. Zaman  
Executive Secretary, StAR

### PROGRAMME CHAIR'S REPORT - A FEW HIGH LIGHTS TO SHARE & EXCITE YOU:

- **Derek Bristow** head of Asia Pacific for A. Schulman will be the Keynote speaker - **Vision Global Rotomoulding**.
- **Dru Laws** of Rotonics - USA will be giving a full day seminar "**Foam & Foaming with case studies**". Dru is globally known & made presentations on many continents.
- **Gary Lategan** - S. Africa, well known in India will be a contributor; very versatile!
- Materials Presentations by **A. Schulman** - AP, **Ingenia** - USA, **RIL & GAIL** - India
- Rotomolding Industry presentations from **Turkey, Venezuela, Thailand, ...**
- Rotomoulding Opportunities for Indian molders - by your humble Chair!

- **Reducing Costs while Improving Quality** - by **Swetang Dave**, Promens - India
- **World Class Rotomoulding Operation in India** - **Balbir Bhasin**, Simplast - India
- **Management Systems for tracking rotomoulding operations** - **Blaise Costabir**, GMI Zarahak - India
- Still working on adding presentations on **Under Ground Tank Design; and Energy Conservation + Carbon Foot Print needs & opportunities!**
- Also working on the 2nd full day seminar.

Stay tuned!

**RAVI MEHRA**

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### ROTATE MUMBAI FOR GROWTH OPPORTUNITIES

The Western region of India has traditionally led the growth and development of the Indian Plastic industry. It has been no different for the rotomoulding industry. The choice of Mumbai which is the biggest city of Western India as the Venue of the StAR Conference is therefore apt. Growth & Opportunities are the current flavour of both the Indian economy and the Indian rotomoulding industry.

#### GROWTH

The US\$ 500 million Indian rotomoulding industry with more than 300 Moulders spread across the country has been consistently growing at between 15 to 20% annually in the past 5 years. In the last couple of years polymer consumption in the industry has grown by 25 KTA to around 125 KTA. On the Suppliers side new raw material companies are entering the market both from within the country and from overseas.

The rotomoulding industry is growing against the background of a vibrant Indian economy. The latest International Monetary Fund forecast is for Indian GDP growth to reach near double digit by 2012. The recently recorded figures for growth of GDP and critical sectors like Manufacturing & some Infrastructure sectors are reinforcing the IMF forecast. The dynamics of such growth becomes all pervasive bringing good returns to business and investments.

Conference attendees from India are likely to find their exposure to new technologies in the current environment of growth opportunities very timely. With plenty of networking opportunities in the well laid out conference programme there is great scope for business, investments, tie ups and JVs to be on the discussion table between them and international attendees. Similarly, business opportunities and the size and scale of Indian markets will be a great attraction for international attendees.

#### The Basic 3-day Conference Format

Day 1 (Jan 23) : Full Day Seminar. Attendees are likely to be offered 2 concurrent seminars from which to choose 1.

Day 2 (Jan 24) : Full Day Conference Presentations Evening Gala Dinner Nite with Entertainment Programme & Awards Presentation.

Day 3 (Jan 25) : Conference Presentations to be continued in the morning 3 Workshops will follow.

Further announcements & details of the conference can be seen on the StAR website > [www.starasia.org](http://www.starasia.org)

#### OPPORTUNITIES

The effect of rapid economic growth has had a very positive impact on the quality of Indian life, improving

infrastructure like Public Utilities & Healthcare. There is corresponding qualitative change in the opportunities for growth and expansion of businesses, and scope for new investments. India has a globalised economy, and its rotomoulding industry now boasts of a growing global outlook. Some phenomenal growth experienced by the Indian automotive industry in the past 8 months has opened up immense opportunities for rotomoulded fuel tanks, Ad blue tanks etc. Similarly huge opportunities have emerged in the Indian underground sector. Septic tanks, Manholes, Inspection Chambers, Water harvesting collection tanks etc have opened up massive new application areas for rotomoulding. The Highway expansion programme which is progressing at rapid pace has immense scope for rotomoulded Road Furniture etc.

**MUMBAI**

Recognised as the commercial capital of India, and a leading global city in every way, the city merges a great tradition of commerce with modernity. The recently opened Bandra Worli Sea link is an engineering marvel which has caught the imagination of the world. Mumbai itself has enough tourist spots to make sightseeing a very pleasurable activity; places of interest like the historically epochal Gateway of India, Mumbai Natural History Museum, Elephanta Caves, Flora Fountain etc.



Gateway of India, Mumbai

**LEELAKEMPINSKI**

Popularly known as the Leela in Mumbai it is only minutes away from the international airport, and not very far from the domestic airport. The majestic hotel has been part of Mumbai's traditional warmth and hospitality for many years. The newly renovated amenities of the hotel match the best of world class standards.

A very special, heavily discounted room rate has been negotiated for the StAR Conference. The Charge of INR 7000 (approx equivalent of US\$ 155) is inclusive of taxes, 2 way airport transfers & breakfast. Online room booking will soon be available on the StAR website > [www.starasia.org](http://www.starasia.org). For more details please send mail to >[arnacc@satyam.net.in](mailto:arnacc@satyam.net.in)



Venue of the Meet: The Leela

**S.B. ZAMAN**

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**ARM INTERNATIONAL CONFERENCE, MONTREAL Oct 2-5, 2010**

StAR Founding Chairman **Ravi Mehra**, StAR President **Mukesh Ambani** and **Shivinder Chawla** of Reinhardt were the StAR participants at the ARMI conference. Ravi Mehra was a Conference Speaker and as ARMO Board member he attended the ARMO Board Meeting which was also attended by Mukesh Ambani. Both have provided inputs to share their views and experience at the ARMI Conference.

The Presentation by **Ravi Mehra** on the 3rd Day (Oct 4) titled **Business Growth Opportunities in Developing Markets - India** was the highlight of participation from StAR. The presentation created significant interest and excitement among delegates. It featured the capabilities of the Indian Rotomoulding Industry, as well as dynamics of the Indian market which evoked interest among international Rotomoulders and Suppliers respectively.

Here is a day by day account of some of the other highlights of the conference.

On **Oct 2** an ARMO Board meeting was held. Sitting in at an ARMO Meeting for the first time, Mukesh Ambani was impressed by the extreme professionalism in the way the meeting was conducted.

On **Oct 3** interesting statistics emerged from Global Rotomoulding - **A view from 30,000 ft** by **Paul Nugent** (USA). There are around 2400 rotomoulders globally who are using nearly 1.1 million tons of materials, so India is about 10% of the global industry.

**Innoative Products - Thinking in New Ways** by **Leisa Dolan** (Australia) covered some very interesting rotomoulded products. These included Land Boat for Disney which took 4 years to develop

During the presentation **Global Rotomoulding Business Trends** by **Gary Miller** of A.Schulman (USA), he reassured customers of ICO that Schulman will stand by all existing commitments following the takeover of ICO by Schulman. The presence of their Asia Head Derek Bristow at the time of the assurance had its own significance for India.

On **Oct 4** **Innovations Using Tight Process**



**controls** by **Gary Lategan** (South Africa) was very convincing on the advantages of using internal temperature controls.

Reduction of cycle time and warpage will always draw the attention of any rotomoulder. From India. **Rory Jones**(New Zealand) showed the way to do it during his presentation **Easy internal Heating & Cooling of Rotomoulding Tanks.**

**Rotomoulded Manholes for Sewage & Telecom** by **MiKi Brumil** (Israel) who was at the Goa ARMO Conference earlier this year dealt with areas which have great relevance for India. He is willing to transfer technology to rotomoulders who are interested in exploring the rotomoulded manhole business.

**Future Proofing the Rotational Moulding Process** by **Mark Kearns** (N Ireland) talked about a number of interesting / practical R & D Projects in the works!

**All Butts Stink : Creating a Culture of Accountability** by **Water Bond** (USA) who is a Business Expert, Broadcaster, and former professional Athlete was very interesting as it brought up a situation of the boot being on the other foot. In a stadium we very easily point fingers at players who are not performing, but we need to think on how we would feel when we as individuals do not perform to the expectations of many, and fingers are pointed at us.

On **Oct 5** there were some highly notable presentations

**Innovations on Rotomoulding** by **Dr. Nick Henwood** had many interesting and highly attractive products including some unbelievable furniture items. Ravi hopes to show some of these to an Indian audience.

**Dr. Nick Henwood** also made a second presentation **Cost Cutting Approach for your operation** in which he focussed on energy cost and the ways to save on it.

**Noise Reduction Cover for Drill Rigs** by **Reijo Strom** (Finland) had been awarded product of the year by ARMI in 2009; very impressive large product; many opportunities in construction and mining!

The revolving drill boom is covered with rotomoulded double wall elements which effectively absorb the harsh metallic sounds during drilling operations.

**Flex Rider Rotomoulded Patrol Boats** by **Stanley Widmer** (USA) - this was perhaps the most exciting rotomoulded product ever, 7m boat for the Navy. This was almost 10 years in development. He is now starting an 11m boat.

**Impact of Rotation Speeds and Ratios** by **Dru Laws** (USA) was a very good and informative presentation - real use practical information. He highlighted the importance of rotations which affects the wall thickness of the part. He is a likely speaker at the StAR Annual Conference in Mumbai in Jan 2011.

**Lethal Explosion Hazards from Dust and Powder Build up** by **Jon Ratzlaf** (USA) - showed video on how exposure to dust and powder could lead to explosion hazards in your plant and threaten men and material. Mukesh will show the video at the Chennai Regional Meet on Nov. 19.

**Rotomoulding Design & Innovation** by **Warren Ginn** (USA) - a very interesting presentation indeed.

**In-mould labeling (What's new)** by **Tom Furey** (USA) - Unique new in-mould labeling product. If the operator pastes the label on the inner surface of the mould, but then wants to change the position of the label later, he can peel off and reapply. Mukesh has collected a sample to show at the Chennai Meet.

**Workshops**

A very useful workshop conducted on Day 2 (Oct 3) which Mukesh attended was **What's your problem?** It was conducted by **Prof. Roy Crawford, Gary Lategan** and **Sandy Scaccia**. Mukesh experienced first hand how the industry works together to help each other.

Five workshops were offered. (You could choose any 3):

- What's your Problem?
- Choosing the Right Resin.
- Total Process Control.
- How a safety plan can save your money.
- Multi layer rotomoulding of XLink Nylon.

**UNIQUE DOUBLE EVENT IN CHENNAI ON NOVEMBER 19, 2010**

At The Residency Towers, Sir Thiyagaraya Road, T Nagar, Chennai - 600 017  
You cannot ignore this great learning opportunity as Chennai champions rotational moulding for a full day.

**The Double Whammy !**

**HALF DAY "ROTO PROFIT" SEMINAR About the Seminar**

A well segmented and structured Seminar. Gary will explain with many examples and illustrations on How to bring about long term savings through processing efficiencies, use of right material, and elimination of wastage in your rotomoulding operations. Material, Moulds, Process information, Tools and Equipment will be covered All the savings

**STAR CHENNAI REGIONAL MEET Presentations**

- **Richard Levesque**, Ingenia Polymers Canada: **Use of Nylon & Crosslink PE for Barrier Fuel Tank Applications**
- **Swetang Dave**, Promens India : **Rotomoulding Components for the Auto Industry**
- **Shivinder Chawla Reinhardt** : **Advancements in Contemporary Rotomoulding Machines**

made translate into ROTO PROFITS!

**About the Speaker**

**Gary Lategan** of Rotosolutions, South Africa is globally recognized as an innovator. He has pioneered Products and Concepts like Temp logger, ARMO Dry Funnel, RotoProfits, RotoCalc and RotoMould.

He has over 28 years of experience in Rotomoulding, having worked with over 150 customers in 34 countries worldwide. He was Chairman of ARMSA for 8 years and is a founding member of ARMO

He has presented a range of Papers and conducted workshops across the globe.

He is passionate about rotomoulding and has great insight into Indian rotomoulding conditions.

**Registration**

StAR Member attendee : ₹ 2500/-each

StAR Non member attendee : ₹ 3500/-

- Presentation by Venkit Mahadevan, ICO Polymers India
- Presentation by Rajneesh Yadav, GAIL Ltd.
- Q & A Session will follow the Presentations
- Brief Presentations by Mukesh Ambani, President StAR on 2011 StAR Annual Conference in Mumbai & S.B.Zaman StAR Executive Secretary on Resource Booklets & StAR Activities

**Registration**

StAR Member 1st attendee : Free

StAR Member additional attendee : ₹ 1000/-each

StAR Non member attendee : ₹ 2500/-

**Table Top Display**

StAR Member : ₹ 10000/-

Single Table booth

Addl. Table in booth : ₹ 5000/-

**StAR Non Member Single**

Table booth : ₹ 20000/-

Addl. Table in booth : ₹ 10000/-

**THE PACKAGE ADVANTAGE !!**

**Registration**

StAR Member addl attendee for both events : ₹ 3000/-

StAR Non member attendee for both events : ₹ 5000/-

**For more information : <arnacz@satyam.net.in> ; Cel#9810305356**

**StAR DELHI REGIONAL MEET FOCUSES ON DOMESTIC INDUSTRY**

The StAR Delhi regional meet was held in The Hans Plaza on Aug 28 2010 All the Speakers presented on Themes & Topics which are highly relevant to the Indian rotomoulding industry and these were dealt with a strong local flavour.

Ready- to- use Powder has been making its presence felt in the Indian raw material market and thus it was a very pertinent opening theme for the Meet. **Dr. J. Kapadia**, BASF India presented on **Advantage of Ready-to-use Powder**. Justifying the need for Ready-to-use Powder it was said that it is necessary to have a better designed polymer with narrow molecular weight distribution to suit the rotomoulding process. What the rotomoulder had been missing so far, and which he hoped to derive from Powder are :

- a) Consistency of material
- b) Optimum quality of Material
- c) Optimum use of resources like energy, space, labour & time

Optimum powder quality has to be ensured through

- Particle size & distribution test
- Dry Flow test
- Bulk Density test.

Uniform distribution of pigments, additives, Carbon black etc is important, and unlike other conventional processes rotomoulding needs proper mixing. Pigment dispersability is a key issue and best dispersion is ensured by controlled particle size. This helps in reducing impact strength and maintaining stiffness.

In conclusion requirements expected of Ready-to-use Powder are: Wide processing window, Consistent quality, Good colour retention, Low heating time, Better retention of stabilized properties, Appropriate UV stabilization, and FDA compliance.

**Vikram Bhaduria, Alok Industries** spoke on what it felt like being at the threshold of entering the powder business. Being among the largest manufacturer of Master batches with 4 plants across India was a great help. Assessing the competition, sourcing of material and technology were important prerequisites before launching into production of PE powder. There had to be different formulations for different applications.

**Blaise Costabir, GMI Zarhak** who presented next had **Underground Tank Standards** as the topic. Underground tank applications were gaining currency in the country thereby creating the need for standards. This is where we need to use our experience with over ground tank standards which were created by StAR. The issues

which need to be considered in the drafting of the new standards are a) Quality issues, b) Quality Assurance issues, and c) Legal issues

The contours of what the new standards would be were emerging with the decision having been taken on the inclusion of grey water, and that the ARMA standards would be the point of reference for Indian standards which would get defined by Indian applications and conditions. There is little point in waiting for a mandate from Regulatory Authorities to make the effort to draft these standards. It is to be seen from the point of view of the needs of our industry. The advantage of having the standards far outweigh the disadvantages. While the customer may become more demanding, having standards would mean: Improved Products, Improved Process and designs, Better acceptability leading to market expansion, and self regulation by industry.

In a presentation just before the Tea break **Ashish Baheti, Pure Ganga** who had headed the Ad hoc Committee which had drafted the Overground Tank Standards, looked at the road ahead for the wide adoption of the standards by our industry. The standards were created because the IS standards were found to be clearly inadequate. IS standards were being specified for Govt. purchases only, while they were mostly ignored in other market operations. The new standards which had been formulated were important to deliver a better quality tank to the Indian customer The two pronged approach which had been adopted at StAR needed to get reinforced. While it was important to continue the dialogue with authorities on the one hand to recognize the 'standards by StAR' as official standards, it was equally important to widely publicise them and ensure their acceptance by the entire industry & end users.

**Developments in Rotomoulded Tanks by Vinod Kumar, Reliance Industries** followed after the Tea break. With 85% of the Indian market consisting of water tanks, and PE being the dominant polymer in use statistics of PE use reflect developments in water tanks. It is interesting to note that while rotomoulding constitutes more than 4% of PE use in India, it is less than 4% globally. While the rotomoulding market in India was around 102KT in 2009-10 it is likely to be 132KTA in 2010-11. Water tanks in 2009-10 had been 79KT. Almost 80% of the Water tanks being produced in the country are below 2000 litres capacity and the water tanks being manufactured as per BIS specification amount to about 10KT. Ambient conditions vary so much between different regions of India that quality specifications are not always universally applicable all across the country.

For the good of the water tank industry coloured tanks need to come into increased use, the importance of correct UV rating should be understood, and the installation protocol needs to be strictly followed.

**Balbir Bhasin, Simplast** spoke on **Maintaining High Quality standards on the Shop floor**. He was well qualified to handle the topic because benchmark standards for their operation in India had already been set by their principals in Italy. The latest Leonardo machines were being used in Italy and the Indian Operation was set up to service their client New Holland Tractors. Stringent quality standards initially set by Italian supervisors has ensured that Quality Management has become a team effort. About 30,000 fuel tanks have been delivered and there is yet to be a single line failure. There was the example of production being stopped for 14 days and a complete lot getting subjected to rigorous retesting when a problem had been detected.

Factors mentioned for maintaining high quality standards on the shop floor were:

- Proper analysis of operation skills
- Product Quality
- Respect for your workers
- Looking after health issues
- Training
- Workers welfare.
- Five day week and adequate man & machine maintenance time

**Ravi Mehra, Norstar International & StAR Founding Chairman** made the final presentation of the Meet on **Growth Opportunities in Indian Rotomoulding**.

He led the audience through a range of exciting products which he felt were not beyond the capabilities of the Indian Rotomoulding Industry. The range of products on show was indicative of the growth opportunities in the country.

**StAR HOLDS FULL DAY "ROTO PROFITS" SEMINAR BY GARY LATEGAN OF ROTOSOLUTIONS**

StAR hosted Gary Lategan's "ROTO PROFITS" at its first ever Full Day Seminar (outside its annual conferences) on July 16 2010 at Mumbai's latest 5- star hotel, the Holiday Inn. Forty enthusiastic participants braved a heavy monsoon downpour to ensure full capacity attendance at the day long session of learning and interactions. Gary who is internationally recognized as an innovator and leader in the rotational moulding industry proves to be highly popular in India because of his insights and understanding of Indian rotomoulding conditions, and requirements which are particular to the industry there. In a well segmented seminar presentation the comprehensive list of topics consisted of Materials, Moulds, Machines, Process information, Tools & Equipment. Proper Working Environment was discussed as an important factor which brought about optimal results in all operations if given due attention.

Emphasis along with plenty of examples was given to cutting of costs, greater efficiency in the use of raw materials, reduction of wastage, and running of processes to their maximum effectiveness. It was adequately stressed that there were no half measures which could be tried for immediate results. Improvements had to be introduced into the total rotomoulding process and such an approach alone could ensure efficiencies which would lead to savings. All the investment made to bring about



At the Tea break



Attendees at the Meet



Gary Lategan with StAR Governing Body members



Seminar in progress

improvements would ultimately pay for itself ; Roto Profits would thus be the bottom-line. Great interactivity between Speaker and attendees was a feature of the seminar. Swetang Dave of Promens India while summing up about the seminar spoke of the great utility of many of the tips which Gary had passed on and which could be implemented at the practical level K G Kapse of Reliance Industries who were principal sponsors of the seminar in his brief comments focused on the highly favourable conditions for growth in the Indian rotomoulding industry. StAR President Mukesh Ambani expressed his appreciation and thanks to the Speaker and the attendees for ensuring such an absorbing session. He thanked the Primary sponsor and Joint Sponsors - BD Industries and Maharashtra Maha Polyplast - and looked forward to see Gary as a Speaker again at a StAR event.

**StAR RESOURCE BOOKLETS**



Three Booklets have been released in the StAR Resource Booklets Series which was launched at the Delhi Regional Meet. The 3 are :

- Trouble Shooting in Rotational moulding
- The Basic Process of Rotational Moulding
- The Glossary of Rotational Moulding Terms

The primary purpose of the booklets is to provide rotomoulding Knowledge and information in a handy and user friendly format for help and reference in day to day situations. All 3 booklets relate to norms, practices, and conditions which are current in India and are established internationally.

The Trouble Shooting booklet has chosen the most common problems that are likely to be faced while rotomoulding in Indian conditions. A StAR panel of experts with considerable experience of Indian and international rotomoulding has then listed out possible solutions. To ensure maximum relevance to the Indian context only problems relating to materials in use in almost the entire Indian Industry have been considered.

The Basic Process Booklet contains the most essential processing and equipment information which are necessary or encountered in Indian conditions. Care has been taken to ensure that the information is relevant to applications which are largely prevalent in India.

The Glossary Booklet has alphabetically listed all the terms which were considered relevant while panning across all the aspects of rotomoulding in India. Particular attention was paid to ensure that these terms are understood as per terminology in practice in India.

More booklets are likely to be added to the StAR Resource Booklet Series. One set of the booklets is being given free to every StAR member as a Membership Benefit. It is also a priced publication. For more information and placing order of the booklets, please contact >> [arnacz@satyem.net.in](mailto:arnacz@satyem.net.in).

**TIME TO THINK AND ACT**

Roto Moulding Industry has a recessionary trend during the Monsoon period; the sales are normally down, and moulders call this as "Off Season". Entrepreneurs try to boost the sales by giving discounts or various schemes to promote sales especially in the water tank business.

Many of the smart moulders carry out capital repairs and modifications to their machines in this time. It is also the time to contemplate, reorganize and plan for the future. In short during this time of the year Moulders are coming up with a lot of new Ideas.

There is also "K" Fair in Dusseldorf round the corner. So many will be planning to visit this Fair and see what is happening the world over, and a few will be observant and bring up some new ideas from this Fair, to practice. In Short this is the time to change and improve.

When you are talking of the changing scenario, one thing comes up to my mind, which are the changes which have taken place in the industry in the recent past and what changes are anticipated in future. It is a dynamic business scenario.

I will try to enumerate a few changes which are very obvious to Indian Rotational Moulding, these have occurred in the last few years. Few may differ with my opinion but below is my personal observation.

1. The Rotational moulding industry has grown on a healthy average of 15% plus, in terms of consumption of prime grade raw materials.
2. The industry has diversified to newer products other than the water storage tanks.
3. Roto Moulded Road Furniture is seen all over the highways, which was not the case earlier.
4. Many components in Automobile industry, especially the non car segment are boasting a few OEM products in Rotational moulding.
5. There are now many Rotational moulders who are no longer in water storage tank segments, and still doing extremely well.
6. The dependency of rotational moulding on water storage tanks is slowly decreasing in the industry, newer applications are coming up. But be informed that Water storage tanks segment still holds the major production, and it is ahead by miles with all the other products put together.
7. ISI branded Water Storage tanks are no longer considered standard, as the demands for it has dropped; signalling the need to change the standards.
8. Better quality machines have been sold, even those moulders who believed to build their machines in house have started scouting and getting high end machines from the market.
9. In the un-organized sector of the industry, many new roto moulders came and many closed down their shops, but the organized sector kept on growing stronger.
10. As a Consultant, many approached me for product designing through Computerized Simulation, and were ready to pay for this service. This is a remarkable change; people want the right design with lesser trial and error approach.

**SAILESH R. SHETH**

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**StAR ROLL OF HONOUR**

Member companies of StAR can earn special recognition by making one time payment of a minimum amount of Rs.50,000 to join **StAR ROLL OF HONOUR**

**FORTHCOMING ROTOMOULDING EVENTS**

| DATE             | VENUE                     | EVENT                                     |
|------------------|---------------------------|---|
| 19 Nov 2010      | Residency Towers, Chennai | ½ Day Roto Profit Seminar & Regional Meet |
| 23 - 25 Jan 2011 | Leela Kempeinski, Mumbai  | VIII STAR Annual Rotomoulding Conference  |

**WELCOME! NEW MEMBERS**

StAR heartily welcomes the following new members who have joined the 2010 StAR Roster.

| Company                   | Category | Primary Contact |
|---------------------------|----------|-----------------|
| Alok Masterbatches, Delhi | Supplier | Vikram Bidhuria |
| Nepal Sintex, Kathmandu   | Moulder  | Dilip Sudi      |

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**Multiple issues contract will be allowed a 15% discount.**  
(Minimum of 3 insertions)

The views expressed in the columns of the newsletter are the personal views of the writers of the respective articles, and not the view of StAR. Responsibility in all respects for the contents of any article remains with the writer of the article.

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