

AT ISSUE

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10 Top Tips for Entrepreneurial Rotomoulders

Recently I was kindly asked to take part in an on-line Rotomoulding Leadership Discussion with Peram Prasada Rao and Martin Spencer of Tecnobiz. You can view the recording on YouTube if you are interested - RotoMoulding Leadership #9 : Conversation with Martin Coles, Group CEO, Matrix Polymers.

One of the questions I was asked was what are my top 10 tips for entrepreneurial rotomoulders. I thought you might be interested in my answers, which are in no particular order -

1. **Good design** – it's fundamental to making good rotomoulded parts.
2. **Excellent moulds** – don't skimp. It's very difficult to make a good moulding from a poor mould. CNC moulds are much more accessible and cheaper these days and have enabled moulders to significantly improve their quality and consistency.
3. **Measure and monitor internal air temperature to ensure good processing** – this is especially important when moulding a new product.
4. **Use the best material** – work with your supplier to determine the right specification for the job. Different grades of material are like different golf clubs – designed to do different jobs. Use the right material for the application and don't just use one club!
5. **Use colour compounded material and not dry blend.** The physical performance of the product is usually much better and so are the aesthetic appearance and consistency. People are often put off by the higher up-front cost, but you can get a lot fewer moulding problems and no pigment staining in your moulds.
6. **Watch powder quality.** It's very important to have excellent dry flow and good particle size distribution (PSD).
7. **Build up a network of other moulders for support** – these can be local and overseas. There is so much help and support you can receive and it's good to help others too.
8. **Respect your suppliers and use their knowledge, experience and contacts.**
9. **Attend conferences and webinars** – knowledge is power and they are perfect forums to meet new people and get new ideas.
10. **Don't copy – innovate.** The most successful in our industry are those that are keeping one step ahead.

If you have more "top tips" to share with our industry please contact me at martin.coles@matrixpolymers.com. ■

