

An Exotic New Year

It's the Year of the Fire Rooster in China – people born in this year are considered trustworthy and hardworking but I'd say that almost every Chinese person is hardworking so maybe it's a common theme for all Zodiac signs. Unlike Western rituals, it's a long celebration spread over 15 days with fireworks and feasting on most nights culminating in large displays on the final night. Combine that with the largest mass migration of people on the planet and you start to understand the importance of the event in the calendar both spiritually and economically.

Chinese Lion dances are performed everywhere to scare away evil spirits and bring good luck to everyone they meet. The displays are energetic and athletic with young men often performing death-defying leaps across tiny elevated pillars. They are also noisy affairs with a cacophonous mix of drums and cymbals clashing punctuated by the setting off of massive strings of firecrackers. An assault on the senses, it actually has an addictive quality, drawing people into an otherworldly dimension.

Chinese luck and strength grows in the real-world dimension too; the increasingly affluent Chinese consumer wants the best that the West has to offer; the Chinese government wants to dominate the region. A renewed confidence on the global stage as they expand their physical influence combined with economic moves to fill the void created in ASEAN markets has captured more than just the attention of regional players from Australia to India. Economic war is well underway.

The Rotomolding Dragon

The numbers for China are becoming



Brightly Colored Lion Dancers Help Usher in the Chinese New Year

large regardless of who you ask. Growth rates in the range of 15-20%. Up to 1800 companies related to rotomolding with around 800-1200 molders; 134 new companies listed in 2016 alone. Material consumption predicted to approach

European / North American levels at 300,000 to 450,000 tons (660,000 to 1 billion lbs) in 2017 – quite staggering to have taken place in such a short space of time if completely true – still amazing if partially true. Around 20 machine

makers who supply the majority of domestic machines in the region. A market value estimated around US\$1.4 billion. Impressive numbers all around.

Of course, the vast majority of the molders remain small and their technology is still developing but this is true in most regions of the world. There are no reported large molders and perhaps 50 or so medium-sized concerns – but it is clear that the entrepreneurial spirit of the Chinese combined with the ease of entry for rotomolding is a great fit. Entertainment equipment, tanks, anti-corrosion pipes & equipment, kayaks, military packaging boxes, outdoor solar lighting, cleaning equipment and coolers have all grown strongly as both export and local demand have grown. The low-cost nature of their local markets has made US and European markets very attractive for

high value products – if you live in the US, you are probably unaware of the number of Chinese-made rotomolded parts you may actually be encountering...

Some of their molding material is locally produced with at least one major supplier but most is still imported from the surrounding region of Korea, Thailand, Malaysia, etc. There is interest in technical materials for some high-end applications but the vast majority is aimed at the utilitarian, low-cost end of the market. With the growth in molding companies, however, this is likely to change more quickly in China than it previously has anywhere else – they have the advantage of being latecomers to the process.

One interesting report notes that potentially the world's largest rotomolding machine has been made

by a Chinese supplier for a customer in Canada – 6.5m (21.5ft) in diameter x 17m (56ft) in length with an overall length of 27m (89ft) x 8m (26ft) in height. More impressive numbers.

The Chinese Association (RPC-CPPIA) is becoming increasingly active with regular training meetings and conferences. A scan of their presentations and overviews of developments and products in China from the last few years shows strong development in all the key areas that rotomolding occupies globally. The Association is doing a good job of raising awareness of key technologies such as process control, robotics, high quality molds and product opportunities. And they are actively courting molders to find out what they need from their committees. I'm looking forward to finding out what they hear back. **R**

VMP Rises Above The Competition!

VMP takes great pride in over 50 years of experience in the manufacturing of rotational and injection molded inserts. We offer our customers unsurpassed quality in the services that help them remain competitive, including knowledge in engineering and manufacturing, product variety, on-time delivery, and skilled craftsmanship. And all VMP products are manufactured environmentally safe and conform to Mil-I-45208 specifications and are also ISO compliant.

The future is now:
VMP's new "QuickClicks"™ Order-On-Line is now operational and ready to meet your e-commerce needs.

You make the call:
Call today to request our Facilities and Products Catalog or visit us at: www.vmpinc.com

VMP INSERTS FOR INDUSTRY

24830 Avenue Tibbitts, Valencia, CA 91355
Phone (661) 294-9934 • Fax (661) 294-0542
Toll Free: (888) 4 VMP INC (486-7462)
www.vmpinc.com

VMP...the Sign of Quality and Reliability. Since 1960.