



## A Rotomolding Pavilion for K2019?

K (for 'kunststoffe' meaning plastic in German) always reminds me of Willy Wonka's Chocolate Factory. Fantastic machines spinning and whirring, spitting out brightly colored parts and crowds of wide-eyed onlookers. Just as he fashioned marvels such as everlasting gobstoppers and three course meals in a stick of chewing gum, plastic gurus from around the world fashion their own versions. Multi-material over-molded soft touch parts, in-mold reflective surfaces, 3D printed auto parts, shape memory materials, micro-molded gears, and giant thick-walled pipes that you can walk through. Even the machines themselves hold audiences in thrall – robots playing basketball, giant multi-ton injection molds rotating between multi-stations to precision tolerances, high speed part pickers moving in a blur, full-scale blow molding and thermoforming lines, laser scanning of full-scale cars, 3D interactive computer imaging, the list goes on... Every process, measurement, plastic, or additive you can think of is represented – even though it might take three days of walking to find it, I am sure it is there somewhere!

And everyone from the plastics world is there. Over 3,100 exhibitors, 20+ huge exhibition halls, 1.8MM square feet (170,000 square metres) of displays and 230,000 attendees from over 160 countries. Energy and optimism is in the air. Multi-national companies have the largest booths – multi-million dollar extravaganzas covering huge areas with multiple levels and dozens of staff members to attend to thousands of customers – but there are thousands of small booths as well. Entire countries have displays; Taiwan, India, Korea all support their industry by offering



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consolidated space. Even the country of Iran has a pavilion showing off the best of their companies and reaching out to the west – it is an amazing opportunity for them to reach out as sanctions are lifted and they take advantage.

Where is rotomolding in all this incredible display? It is there but you have to look hard to find it. Perhaps 25-30 companies, overwhelmingly suppliers, related to the industry – maybe a few more if you include the multi-national material suppliers. Little islands of interest in a sea of rapidly developing technology and material, but as a defined process for people to see and learn about? No focal point. There are many technologies at the show that could perhaps be applied to rotomolding or even use the benefits of the process in their own systems; and there are certainly many in the audience, among

“Everyone from the plastics world is there.”

both professional and casual attendees, in whom a spark might be lit by seeing the its unique possibilities.

Now K is an expensive show and it can be notoriously difficult to book exhibition space due to rules of first refusal for existing exhibitors. While the idea of having a pavilion for rotomolding may be a pipe dream at the moment, it is surely

worth exploring a display or focal point for the entire industry is it not? It would need to be sufficiently large to create attention but not so large as to be prohibitive in cost. It could be managed by the associations from around the world and attended and supported by existing suppliers and molders at the show. A gathering of designers, molders, machine and mold makers, process control systems, graphics and material suppliers jam-packed with (quality) products from around the world could attract interest for the process as a whole. This is certainly something that even potentially competitive suppliers could agree on but, on a broader scale, creating new molders and expanding markets would be good for molders too.

Gentle enquiries underway, your thoughts and comments welcome.

#RotoPavilionK2019 



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