

New Technology Addresses Problem Associated with RFID Labeling

Includes Partnership with Major Technology Providers.

Each year millions of dollars are spent replacing lost/stolen reusable polymer assets. As more nations work to adopt regulatory requirements written in support of reusable packaging, now is the time to address this massive loss, and reduce its significant impact on the global economy. The root cause of reusable packaging loss is associated with improper track and trace labeling. To address this problem, Mold in Graphic Systems (MIGS)/Polyfuzer Graphics Corporation (PGC) is proud to announce the final development phase of a new product line under the name RFusionID. This innovative technology is designed around MIGS/PGC patented Polymer Fusion Labeling platform and is a solution to the problem of RFID label separation from reusable assets made from plastics.

More than just a quality label supplier, MIGS/PGC intends to support its RFusionID product offering with guidance in the selection of hardware and software. To accomplish this, MIGS/PGC has joined forces with premium brands in this space including HID Global who is an industry leader for RFID tags and related technologies.



When asked to comment, MIGS/PGC VP of Branding and Commercial Development Marty Mares said, “Rather than just solving the problem of RFID labeling on reusable plastic assets, our goal is to go a step further. To accomplish this, we have partnered with industry leaders who help to form an ECO SYSTEM that will be available to support customers.”

In preparation for the official release of RFusionID, MIGS/PGC are seeking companies to participate in field testing of this track and trace innovation. The only prerequisite is the desire to track and trace an asset made from polyolefin plastic, like polypropylene or polyethylene.

If you wish to participate in field testing, or if you simply want to know more about RFusionID labeling, please contact ma.mares@moldinggraphics.com or call 928-634-8888 extension 152.

About Mold in Graphic Systems:

What began in a garage over 40 years ago has grown into a world-class supplier serving several industries including automotive, medical transportation, reuseable packaging and waste & recycling.

Mold in Graphic Systems remains a family-owned business but continues to grow with customers around the world.



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POLYMER FUSION LABELING EXPERT

 


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Consultant's Corner:

Consultant's Corner: The times they are a-changin'.

By Tom Innis, Xcelerant Growth Partners



In May 2019, as then-President of industry tool-builder Avantech (Baxter, Minnesota), I made the very difficult decision to leave the industry and return to my hometown of Madison, Wisconsin to be closer to aging parents and assist with their ever-increasing healthcare needs. As pandemic-related remote work capabilities were still mostly undeveloped at the time, it wasn't practical to serve in a leadership role at Avantech while located 400 miles away, and as such I began a new opportunity with a manufacturing company outside the rotomolding realm.

Flash forward to early-2022, when I was contacted by a long-time rotomolding industry associate regarding participating in a large near-shoring initiative, prompting creation of Xcelerant Growth Partners, and resulting in my return to roto after a 2.5-year absence. Settling back into the industry after a relatively brief hiatus, the extent and rapidity of change has been eye-opening indeed.

From my perspective – and noted observationally; not critically - among the most noticeable changes that occurred during this timeframe:

Significant industry consolidation among rotational molders: the acquisitiveness of Tank Holding and Myers Industries (in particular) during the last several years has

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transformed the rotomolding landscape from somewhat fragmented to largely consolidated. While arguably overdue and a positive dynamic for the industry as a whole, it will be interesting to observe the longer-term impacts of this consolidation.

The “equal and opposite reaction” of establishment of new rotomolding businesses:

As Sir Issac Newton could've predicted, one reaction to this consolidation dynamic has been the start-up of numerous new rotomolding businesses in response to challenges such as capacity constraints, customer prioritization, etc. Taking matters into their own hands, these customers-turned-rotomolders added production capacity, addressing post-pandemic demand, and creating a boon for industry suppliers (machine builders, toolmakers, material suppliers, etc.) in the process.

The industry supplier base is also experiencing consolidation: Though on a smaller scale, the industry's supplier sector has also experienced recent acquisition and consolidation activity, as exemplified by the recent sale of Avantech to Italy's Self Group, and Cole Industries' (Garland, Texas-based toolmaker) acquisition of Norstar Aluminum Molds' Wisconsin- and Ohio-based manufacturing facilities. While these are just two examples, supplier-based consolidation is likely to continue proportionally to the ongoing consolidation of the rotomolder sector.

Accelerated activity of re- and near-shoring of manufacturing, including rotomolding: As dynamics such as rising labor costs, supply chain disruption, geopolitical concerns, etc. continue to weigh on the minds of North American manufacturers, re- and near-shoring activity from China has accelerated during the last several years, with no signs of slowing. Per U.S. Commerce Department data, the value of goods imported from Mexico rose nearly 5% from 2022 to 2023 to more than \$475 billion, while the value of Chinese imports tumbled 20% to \$427 billion. While the value of rotomolded content in these numbers is unclear (and likely a relatively small percentage of the

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whole), near- and re-shoring activity in our industry is also intense, with Mexico demonstrating increased attractiveness via cost-competitiveness and logistical and geopolitical advantages relative to previous production in Asia.

Former General Electric CEO Jack Welch once famously stated “*if the rate of change on the outside exceeds the rate of change on the inside, the end is near.*” As a rotomolding industry veteran for more than two decades, I’ve experienced and observed much change in our sector, with the intensity and velocity of this change seeming to increase significantly during the last several years. It’s only likely to continue, at even greater speed, with individuals and companies that effectively and aggressively embrace this change positioning themselves for long-term success.

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TopCon 2024

We held TopCon 2024 on January 30th to February 1st in an online meeting. Our topic for TopCon 2024 was *The Future of Rotomolding: Making our Industry Innovative & Sustainable!*. Below is a list of presenters and the topic they presented. The presentations are available for free for those that attended the online meetings and can be purchased for those that could not attend. For the people that registered for TopCon you can find the videos on the same Swapcard site you used to attend the meetings. You will select the agenda, then the date (1/30, 1/31, and 2/1) and then select the speaker you want to listen to. For those that are interested in watching the presentation you will go to... I would like to thank our sponsors, Wittmann Battenfeld, psi brand, Chevron Phillips Chemical Company, and Shell Polymers.

- Perc Pineda with Plastics Industry Association – 2023 Resilience and 2024 Challenges in U.S. Plastics Industry
- Jim Crawshaw with PSI Brand – How Innovations and Sustainability Makes for Better Business
- Chris Gagliano with Pennsylvania College of Technology – Workforce Development
- Dustin Turgeon with Nova Chemicals – rLLDPE for Rotomolding



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- Jay Chaffin with Chevron Phillips Chemical Co LP – Developing Circular Solutions in the Rotational Molding Industry
- Dru Laws with Brigham Young University – The Impact of Impact Testing
- Denis Rodrigue with Laval University – Recycling 101
- Ralph Anzarouth with Nylene – Depolymerization of Nylon and then Re-polymerization
- Parker Reneau with Syensqo – Enhancing Recyclability in Rotational Molding Through Stabilization
- Darin Grinsteinner with Celanese – New Impact Modified Copolymer Acetals: Solving the Problem of Creating a Single Layer Fuel Tank
- Gareth McDowell with 493K Limited – Cooling in Rotomolding
- Matthew Jeffries with Rotoline – Automation in Rotational Molding – Future of Molding
- Sergio Zilioli with Persico – SMART Machinery and Hydrogen Opportunities for the Rotational Molding Industry
- Lucas Dillingham with Brighton Science – The Power of Surface Intelligence Networks to Monitor Mold Maintenance
- Joshua Jurs with Axel Plastics – Introduction to PFAS Concerns



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Updates for SPE – Rotomold Division for 2024.

- SPE – Rotomold Division now has a new LinkedIn page, please make sure to follow us on the new [LinkedIn](#) page to get the latest news, updates, and poles.
- The SPE – Rotomold Division webpage is being updated with the latest information about our division and we are now publishing a quarterly newsletter that can be accessed from the website. Be sure to save the website and check back often. [SPE-Rotomold Division Website Location](#)
- If you would like to contribute some content for the newsletter about any news, processes, troubleshooting techniques, etc. please send your content [HERE](#) to be reviewed and posted on an upcoming newsletter.
- We held on On-line TopCon on January 30th to February 1st with some outstanding presentations. If you were not able to attend, you are be able to purchase the presentations through SPE’s website [HERE](#). We are also picking 4 presentations to be featured in our newsletters over the next 12 months. Each newsletter will have one presentation available to view for free for 2 weeks. First presentation for free (free until 5/27/2024) is from Perc Pineda with Plastics Industry Association – 2023 Resilience and 2024 Challenges in US Plastics Industry. Click [HERE](#) for the free presentation.
- SPE – Rotomold Division would also like to post pictures on the website of parts and equipment, if you are able to share some pictures with us to be posted on the website please send them to us [HERE](#). Please make sure to get approval from your customer before sending any pictures to be posted and include in your email a statement that the picture is approved to be posted on the SPE-Rotomold Division website.
- We would also like to thank the sponsors for TopCon 2024.

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