

## Chairman's Message

### Damien Ray

I would like to start off by welcoming two new board members to the SPE Rotomold Division. Jake Kelley-Walley from Matrix Polymers and Parker Reneau from Syensqo. Jake Kelley-Walley has also taken on the role of Membership Committee Chair.

2024 Events and what is coming up for 2025. We had a successful TopCon 2024 that was held on January 30<sup>th</sup> to February 1<sup>st</sup>. The topic for this year was *The Future of Rotomolding: Making our Industry Innovative & Sustainable!* We had 15 presenters that were outstanding and very relevant topics for our industry and for plastics as a whole.

I would also like to share that we have updated the LinkedIn page and is now under a new link. If you wish to follow SPE – Rotomold Division on LinkedIn, please click [HERE](#) to join the new page. We are also keeping the website up to date as well and looking to add new photos to the page to help promote Rotomolding. If you are able to provide pictures that we can use on the SPE Rotomold website to promote rotomolding please send your pictures to me [HERE](#). We are looking for pictures of parts, molds, machines, etc.

Upcoming TopCon 2025 will be in-person held on March 28<sup>th</sup> to April 1<sup>st</sup>. The location is still to be determined but we have narrowed it down to two locations. We are holding a student design competition and will be giving the top 3 design winners free registration and hotel stay for TopCon 2025. Please keep an eye on future newsletters, our website, as well as our LinkedIn page for more details about TopCon 2025. We will be looking for sponsorships in the next month or two as well as starting to reach out to possible presenters. TopCon 2025 topic is *Rotational Molding: Solving Complex Problems with Sustainable Solutions*. The topics will be focused on sustainability and automation. If you would be interested in presenting at TopCon 2025 please reach out to Damien Ray at [damien.ray@cpchem.com](mailto:damien.ray@cpchem.com) with your topic of choice to be reviewed.



ROTATIONAL  
MOLDING

# SPE Student Design Competition

The Society of Plastics Engineers SPE Rotational Molding Division is conducting a Student Design Competition to promote interest and innovation in rotationally molded products. The division is offering winners **FREE** registration and hotel to attend TopCon 2025 Location TBD!

## 2025 Submission Deadlines:

**Enrollment: December 31st, 2024**

**Final Project Submission: March 7th, 2025**

**Send projects to: [Heather.Fennell@shell.com](mailto:Heather.Fennell@shell.com)**



Instructions for Submission. The final project must include the following:

Title Page:

- **Name of product**
- **Student Applicant Name(s)**
- **College or University**
- **Date**

Report:

- **Introduction** – *Product description and details*
- **Rotational Molding Application** – *Explain why rotational molding is the preferred process for this product*
- **Design Details** – *Describe the critical design parameters for this product and material. Explain your “Design for Manufacturability” such as draft, shrinkage, venting etc.. Explain how the product could be rotationally molded robustly.*
- **Design Drawings** – *Standard view drawings and isometric pictures.*
- **Mold Design** – *Describe the specific tooling to be used and why.*
- **Manufacturing Details** – *Explain how the specific attributes of rotational molding will be used to manufacture the product. Explain any technical risks associated with the manufacturing of the product.*

**Winners will be invited to present their part design at the 2025 TopCon – Rotational Molding: Solving Complex Problems with Sustainable Solutions in Minneapolis, MN!**

BayStar Welcomes Jerico Plastic

# JERICO PLASTIC ANNOUNCES PE DISTRIBUTION AGREEMENT WITH BAYSTAR



Wadsworth, OH, USA - Jerico Plastic Industries, Inc. announced at Rotoplas that it has entered into a distribution agreement with Baystar, headquartered in Pasadena, Texas. Effective immediately Jerico will be a contracted and stocking distributor for Lumicene® natural Polyethylene resins for rotational molding, in the United States and Canada:

- Lumicene® mPE M3581 UV — 6 MELT .935 DENSITY
- Lumicene® mPE M4041 UV — 4 MELT .939 DENSITY
- 20-UV Additive Package

This line of Polyethylene offers durability, processability, and performance and is ideal for thick and thin-walled parts with specific attributes:

- Excellent impact resistance and appearance
- Broad processing window
- Greater down-gauging capabilities
- Excellent solution as a recycled booster PIR/PCR PE for Roto
- Enhanced processing and mechanical properties
- Good gloss and transparency

Jerico will concentrate primarily on bulk truck powder releases, full truckload boxed releases of pellets and 35 mesh powder, and combination truckload releases of pellets and 35 mesh powder, in combination with Jerico Plastic color compounds.

“This partnership, along with Baystar’s commitment to the rotational molding industry, allows us to cultivate new relationships and opportunities, and to better serve our existing customers,” stated President and CEO, Stephen Copeland. “Jerico has been utilizing and processing millions of pounds of Lumicene PE over the years in manufacturing our various products such as flame-resistant PE, Special Effect compounds, and single color pre-colored compounds, with excellent physical properties and appearance in finished molded products.”

Jerico Plastic Industries began as a start-up compounding company in 1997 and grew to be a trusted supplier of materials to rotational molding companies of all sizes. With three manufacturing facilities located in Minerva, Ohio, and Greensboro, Georgia, Jerico is committed to excellence in compounding for rotational molding. As a custom manufacturer of color compounds, specialty resins, and recycled products, the company currently offers rotational molding PP, cross-linkable PE, flame retardant PE and special effects PE compounds, PE adhesion compounds, and non-traditional engineered sustainable compounds for rotational and injection molding.



For more information, contact Brandi Frey, Corporate Operations Officer — 330-334-5244, [info@jericoplastic.com](mailto:info@jericoplastic.com) or Stephen Copeland, President — [steve@jericoplastic.com](mailto:steve@jericoplastic.com)

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## PSI Design Guide

# INNOVATIONS IN ROTOMOULDING GRAPHICS: WHAT'S NEW



## 4 TRENDS WE'RE FOLLOWING

[READ MORE](#)

### **Durability Meets Sustainability**

One of the most significant trends in rotomoulding graphics is the development of new materials that offer both enhanced durability and environmental benefits. Traditional graphics have often struggled with issues like fading, peeling, or cracking, particularly in outdoor applications. However, recent innovations have led to the creation of polymer-based inks and films specifically designed for the harsh conditions faced by rotomoulded products, such as the solutions we offer here at PSI Brand. These materials are not only more resistant to UV rays, chemicals, and abrasion but are also increasingly being made from sustainable or recyclable sources.

We're proud to be part of leading this charge here at PSI Brand and ensuring your branding is not only sustainable but designed to last the lifetime of your part.

### **Interactive and Functional Graphics: Beyond Aesthetics**

Graphics on rotomoulded products have traditionally served a primarily aesthetic or branding purpose. However, emerging technologies are pushing the boundaries of what graphics can do, transforming them into func-

## PSI Design Guide

tional components of the product. For example, conductive inks and printed electronics can be integrated into graphics, allowing them to interact with the environment or user. This could lead to rotomoulded products with embedded sensors, lighting, or other smart features, all seamlessly integrated into the graphic design. As these technologies mature, we could see a shift towards multifunctional graphics that not only enhance the visual appeal of rotomoulded products but also add value through interactivity and functionality. This trend aligns with the broader movement towards smart products and the Internet of Things (IoT), where everyday items are increasingly connected and responsive.

Augmented Reality (AR) and Virtual Reality (VR) to enhancing design and visualisation

While still in the early stages of adoption, AR and VR technologies could play a role in the design and visualisation of rotomoulded graphics. These tools allow designers to create and preview graphics in a virtual space, making it easier to assess how they will look on the final product before committing to production.

As AR and VR technologies become more sophisticated and widespread, they could become standard tools in the rotomoulding industry, enabling more collaborative and iterative design processes. Imagine a scenario where the clients you service as a rotomoulder, or where you as a brand can virtually “try on” different graphics for your products in real-time, and provide instant feedback on the branding of your clients/your branded product or part.

### **Nanotechnology in Graphic Coatings: Enhancing Performance at the Molecular Level**

One of the most cutting-edge innovations in graphics could be the application of nanotechnology to enhance the performance of your graphics and branding. Nanotechnology involves manipulating materials at the molecular or atomic level to achieve superior properties that are not possible with conventional methods. In the context of graphics for plastic, nanotechnology can be used to create coatings that are ultra-thin yet incredibly durable, offering even more enhanced resistance to UV rays, chemicals, and physical abrasion than what we already offer.

Nanocoatings can also be engineered to provide self-cleaning properties, where dirt and water are repelled from the surface, keeping the graphics pristine over time. Additionally, nanotechnology allows for the creation of coatings with anti-microbial properties, which is particularly beneficial for products used in medical or food-related industries.

As research and development in nanotechnology continue, we can expect to see more sophisticated applications of this technology in graphics offerings. These advancements will not only improve the durability and functionality of graphics but also open up new possibilities for innovation in product design and performance.

## PSI Design Guide

### In Summary

#### Key Takeaways

The future of graphics for plastics, particularly in the realm of rotomoulding, is brimming with exciting possibilities. Technological advancements and a growing focus on sustainability and customisation are paving the way for innovations that could ultimately redefine what's achievable in rotomoulding. From advanced materials and interactive features to automation and nanotechnology, these trends are exciting to say the least.

At PSI Brand, we're thrilled to be at the forefront of the rotomoulding industry, continuously investing in research and development to deliver industry-leading performance for your branding needs at every step. We're committed to helping you stay ahead in this evolving landscape, ensuring that your products not only meet today's demands but also anticipate tomorrow's opportunities.



## Florida Marine Tank Press Release

Florida Marine Tanks (FMT) has manufactured EPA & CARB certified rotomolded fuel tanks in the marine and industrial market since 2018 and aluminum tanks since 1973. In January 2024, FMT opened a new rotomolding facility in Cookeville, TN with Ferry equipment of (1) 3000, (2) 3300, and (1) 4600 series carousel machines.



All rotomolded FMT fuel tanks are built with cross-link polyethylene (XLPE) and a nylon barrier liner to meet all ABYC, NMMA, USCG, CARB, CE and other applicable standards. Current below deck and pontoon fuel tank colors include natural, black and gray resin. FMT also offers ballast, water and waste tanks in linear polyethylene versions.

With current capacity to build more than 100,000 tanks annually in Cookeville, FMT is actively looking to partner with marine and industrial OEMs on any new or current projects.

Please contact us at:

FMT

610 S. Jefferson Ave

Cookeville, TN 38501

Phone: 305-620-9030 Fax: 252-438-5062

Email: [info@floridamarinetanks.com](mailto:info@floridamarinetanks.com)

[www.floridamarinetanks.com](http://www.floridamarinetanks.com)

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**Looking for a career change in the plastics industry?**

**Go to : <http://www.4spe.org/Membership/index.aspx?navItemNumber=632>**

**You will find advice on managing change, search for opportunities, even post your resume.**



## Be Grateful for Industry Consultants

By Tom Innis, Xcelerant Growth Partners



Shortly after starting the Xcelerant Growth Partners consulting business and re-introducing myself to the rotomolding industry after a three-year hiatus, it became apparent that the word “consultant” carries many interpretations, among them some not-too-positive ones. To be sure, I’ve had mixed experiences with consultants both within and outside of the rotomolding industry, with the negative experiences typified by a one-sided definition of project success, and/or a disconnect between expectations and deliverables. In a phrase, and when confronted with some initial skepticism as I launched the Xcelerant consulting business in late-2021: I get it.

However, and though it’s not my mission to single-handedly burnish the reputation of my industry cohorts, I do believe it’s important to demonstrate how this group of consultants brings benefit and value to the rotomolding industry. Thus, just in time for Thanksgiving, I’m declaring it “BE GRATEFUL FOR INDUSTRY CONSULTANTS Week,” in recognizing what these folks do to facilitate the growth and success of the rotomolding industry, including the following:

**Troubleshooting operational challenges:** As many current industry consultants are former rotational molders (and/or have significant on-floor experience and know-how), they provide a strong technical understanding of the challenges and idiosyncrasies of the rotomolding process, and can help identify and resolve issues of a wide variety: material & tooling selection, processing parameters (cycle times, oven temperatures, rotation speeds, venting, cooling, etc.), equipment and tool maintenance, staffing challenges, facility layout, etc. Further, as they bring a fresh, outside perspective to addressing specific challenges, consultants leverage their “see the forest for the trees” perspective and can help to avoid adoption of the infamous words “we’ve always done it this way,” helping increase efficiency, reduce scrap, enhance margin and improve on-floor morale in the process.

**Identifying new business opportunities:** In addition to rotomolding process expertise, consultants can provide supplemental “feet on the street” to drive new business without the increased overhead cost of additional sales staff. Typically, rotomolding industry consultants have broad-reaching networks and long-term

relationships with innumerable links in the global supply chain and are often among the first to learn of new projects and new opportunities requiring the manufacturing involvement of rotational molders. Similarly, consultants leverage their connections to help extend the reach of their customers' supply chain effectiveness, tapping-into broad industry networks to identify new suppliers, customers, technological innovations, product development opportunities, etc.

**Executive-level analysis of your business:** As most rotomolding consultants are former business owners or executives with personnel and P&L management responsibility, they've fought many of the same organizational battles as owners of rotomolding businesses, and thus have invaluable perspective regarding the ins and outs of running a successful business. In this regard, industry consultants can provide an additional resource relative to developing, executing and capitalizing on successful business strategy, applying what they've learned in previous leadership roles to provide difference-making insight to rotomolding business leaders.

**Broaden cultural awareness and effectiveness:** Because of the global connectedness of the rotomolding industry, many consultants are well-traveled with experience in a wide variety of foreign cultures, languages and business practices. In a shrinking world, and with increasing multi-lingual/multi-cultural workforces, enhanced cultural awareness provides an additional competitive advantage in engaging workforce and retaining employees. Further, as rotomolders seek to build export markets, appeal to broader demographics, re- or near-shore manufacturing, etc., collaboration with a consultant versed in the global business dynamic can be an invaluable component of a company's competitive advantage.

Despite some understandable skepticism and need to minimize discretionary budgetary outlays, investing in the help of an industry consultant can drive tangible, measurable and difference-making benefit to a rotomolding business, as the above examples hopefully demonstrate. And in the spirit of the Thanksgiving holiday, thank you for joining me and my industry consultant cohorts in recognizing "BE GRATEFUL FOR INDUSTRY CONSULTANTS Week."

# SPE Rotational Molding Division New Board Member



Parker Reneau is a Research Engineer for the Research and Innovation team in Syensqo's Polymer

Additives Business Unit. Parker obtained a Bachelor of Sci-

ence in Chemical Engineering from Louisiana Tech University. He has been with Syensqo for 4 years developing technology in the rotational molding and photovoltaic fields. In his role, he carries out customer-facing and research projects to develop next generation polymer stabilization packages meeting market trends and needs. In addition to his technical responsibilities, he serves on the ISO auditing team and as a DEI activator.

Before Syensqo, Parker gained valuable experience in rotational molding at PolyProcessing by optimizing raw material selection and minimizing waste generation. He also has NSF-funded research experience in phosphate reclamation from Mississippi State University



**SPE Rotomolding TopCon**

# **SPE Rotomolding Division TOPCON**



**SAVE THE DATE**

**April 28th-30th**

**Pittsburgh Downtown Doubletree**

SPE Rotomolding Division is holding a technical conference in Pittsburgh PA April 28th-30th.

- Student Design Competition
- Engaging technical presentations
- Networking

**Sponsorship opportunities and registration coming soon!**



**ROTATIONAL  
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## ROTATIONAL MOLDING

For information on conferences and more events, see the SPE website. You can find a thorough list of events worldwide for the plastics industry.

<http://www.4spe.org/Events/index.aspx?navItemNumber=631>



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# TopCon 2024 Presentations are now Available for Purchase

April 3 @ 8:am—December 31 @ 5:00 PM

We had a great TopCon 2024 on January 30th to February 1st with outstanding topics and presentations. If you missed out on TopCon 2024 we have released the presentations for purchase now. Please visit our website to place your order.

[https://www.4spe.org/i4a/pages/index.cfm?pageID=8812\[4spe.org\]](https://www.4spe.org/i4a/pages/index.cfm?pageID=8812[4spe.org])

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