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Designing for Technology

by Riccardo Giovanetti - WeRoll magazine

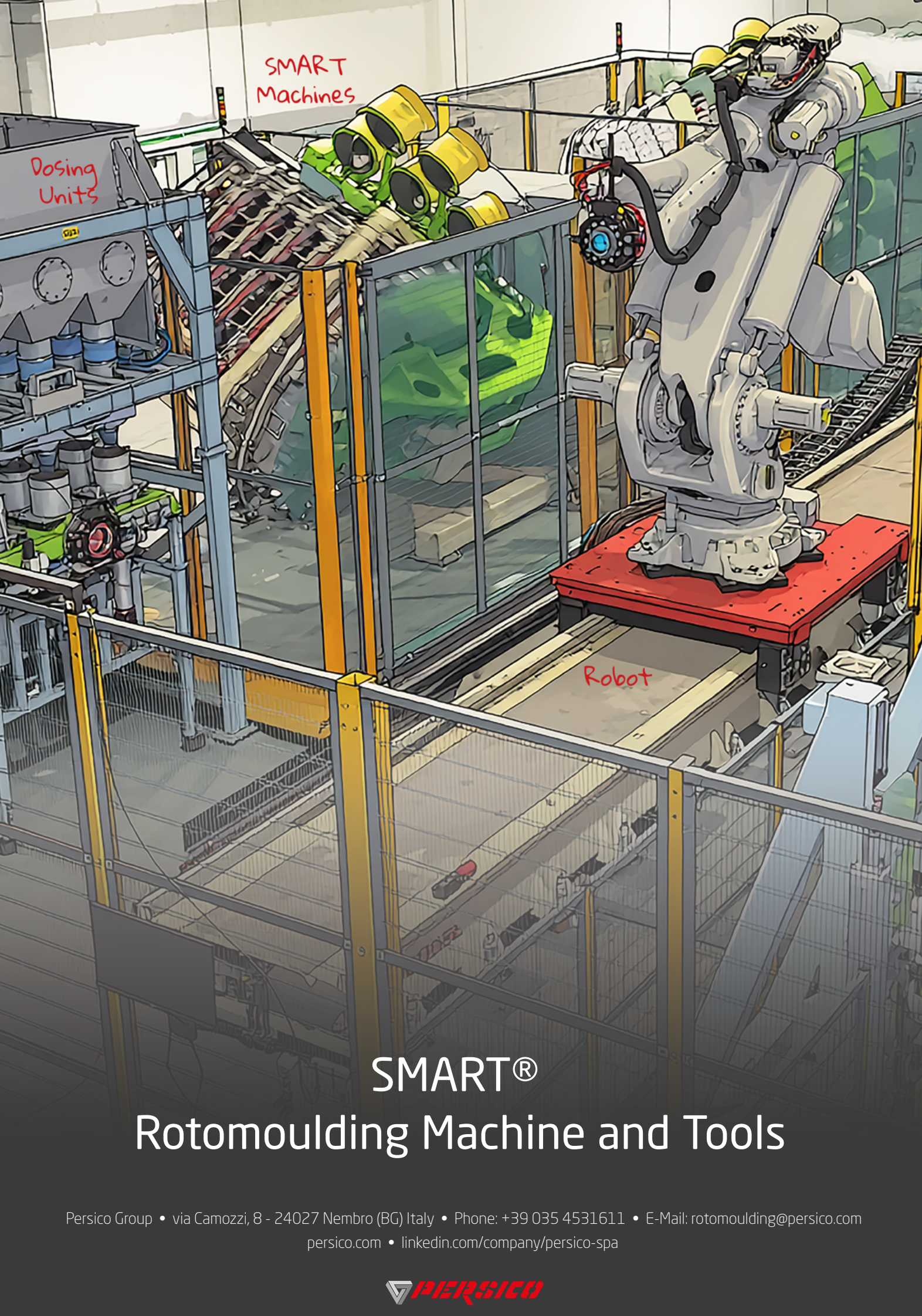


Born as a technology for the production of simple hollow bodies such as tanks and reservoirs, rotational moulding has undergone a profound evolution. Today, thanks to a close synergy with industrial design, it represents one of the most flexible and appreciated technologies by designers and companies. In this process, design not only provides an aesthetic finish, but also acts as an enabling factor: it is the key that transforms the physical constraints of the material into extraordinary functional and expressive opportunities.

In rotational moulding, design is not an accessory, but the true driver of innovation. When a designer fully understands the dynamics of this technology, he’s able to combine cutting-edge aesthetics and industrial feasibility. Looking at the contents of this new issue of WeRoll, we can affirm that, from outdoor furnishing accessories to electric vehicles, a product’s success always stems from this perfect balance between creative vision and engineering rigor.

Designing through rotational moulding means equipping oneself with a powerful methodology capable of interpreting situations, formulating appropriate and feasible solutions, and adding the necessary creativity to give products their own unique character. Technology must be managed and governed, leveraged to best effect to translate production innovations into design innovations. This is our primary mission.

Enjoy reading!



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1. Telling the Product

Dual Motor Askoll

Production: Askoll EVA, Italy Moulds: XMTech, Italy

E-scooter eSpro3



Text by Roberto Gonne

Askoll, Italian manufacturer specializing in two- and three-wheeled electric vehicles, recently developed the eSpro3, a three-wheeled electric work motorcycle with a 120 km range and an 8.2 kW dual motor. The eSpro3 three-wheeled electric vehicle for professional mobility is aimed primarily at professionals, large and small businesses who need to move quickly through urban spaces and easily navigate traffic. It represents an innovative solution to the issue of urban mobility, ensuring a proper balance between environmental sustainability and functional needs.

Power and Control with the Askoll Dual Motor System

The technological heart of the eSpro3 is the Askoll Dual Motor system, consisting of two independent electric motors, each rated at 4.1 kW, for a total power of 8.2 kW and a maximum torque of 310 Nm. This architecture ensures faster and safer hill starts, even at full load, and smoother power distribution in city traffic. Furthermore, maintenance is simplified, a decisive advantage for fleets and professional operators. The vehicle can handle slopes of up to 24%, a significant value for an electric vehicle also designed for extra-urban or hilly environments. Produced entirely in Italy, with up to 120 km of autonomy, an 8.2 kW Dual Motor and a patented tilting system, the eSpro3 aims to be the concrete answer to the needs of those who work in cities or in medium-range logistics areas.

Range and Charging Flexibility

The eSpro3 is a vehicle equipped with four removable 1.7 kWh lithium-ion batteries, each with a total capacity of 6.8 kWh. Its claimed range is 120 km, with direct charging via a Schuko socket or off-board. One of the most interesting solutions is rapid swapping, which allows batteries to be replaced in just a few seconds, ensuring continuous operation for fleets.

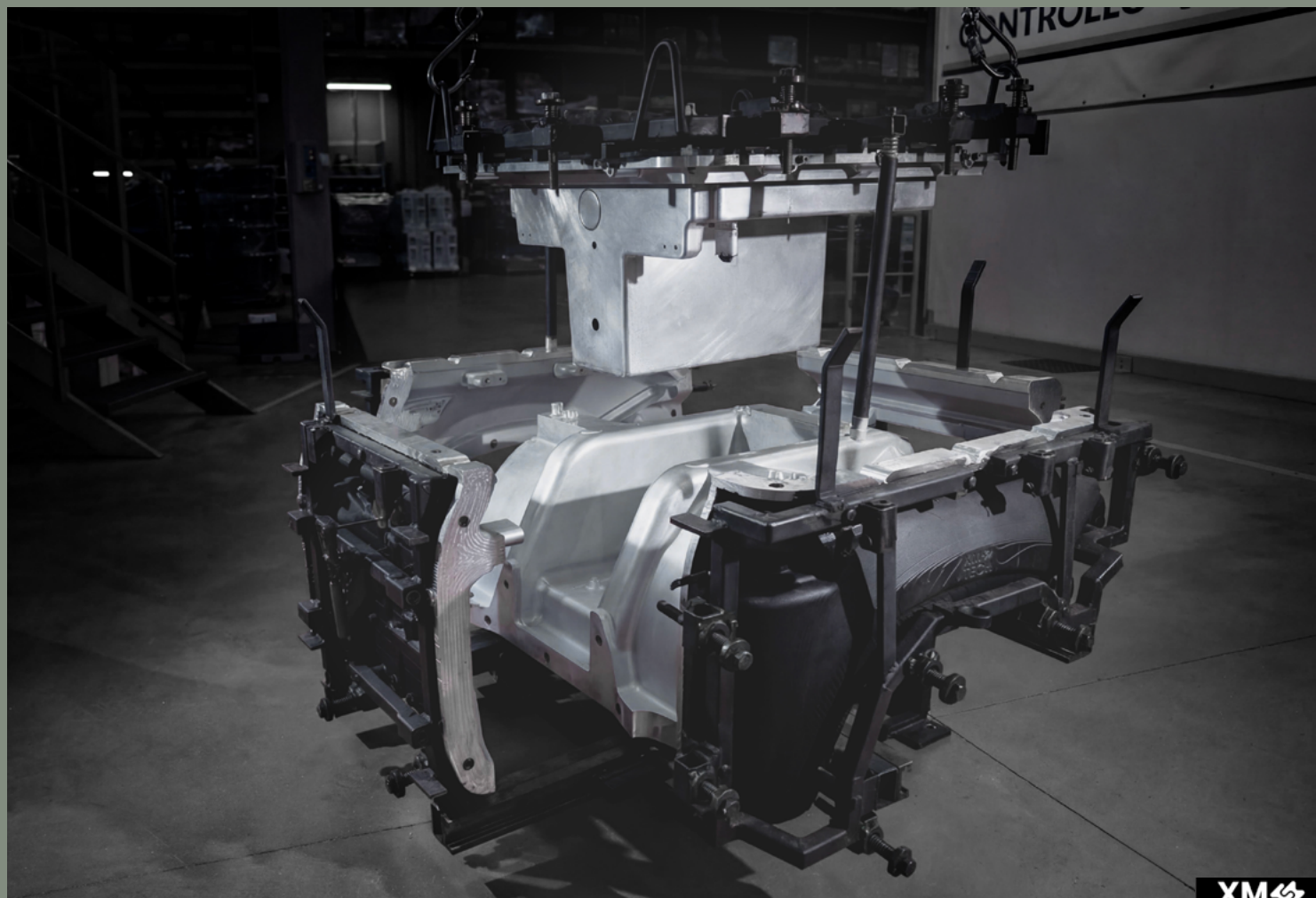


Using rotationally moulded components proved to be the best solution for ensuring high quality and the ability to shape the vehicle's exterior according to design requirements.



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For larger fleets, Askoll also offers the Charging Cabinet, a modular infrastructure capable of charging up to 24 batteries simultaneously, with touchscreen monitoring, electronic protection, and intelligent energy management. This electricity supply system ensures full vehicle mobility while also enabling the creation of charging hubs to be positioned in various urban areas to provide extensive electricity grid coverage.

Stability and Safety Thanks to the Tilting System

The new eSpro3 introduces a patented tilting front end that allows for a tilt of up to $\pm 35^\circ$. This system gives the vehicle natural handling when cornering, increasing safety even on uneven surfaces or particularly winding roads. The electronic tilt lock can act as a parking brake, eliminating stands and mechanical levers. This solution speeds up loading and unloading operations and the frequent restarts typical of urban delivery, which can be completed in seconds without complicated mechanisms. The dedicated suspension and shock-absorbing rear platform ensure comfort and stability even with loads of up to 80 kg in total, distributed between the front (20 kg) and rear (60 kg), with a customizable payload of up to 500 liters. These features allow the vehicle to simultaneously transport multiple types of boxes and packaging, allowing for a broad delivery schedule to various locations throughout the city.

From the Idea to the Final Product

The development of the Askoll eSpro3 vehicle was an extremely complex phase, during which solutions were carefully studied to best integrate the internal engine components with the external bodywork. Using rotationally moulded components proved to be the best solution for ensuring high quality and the ability to shape the vehicle's exterior according to design requirements. XMTEch, a leading manufacturer of rotational moulds, produced the vehicle moulds, which included a series of threaded inserts for attaching the components to the seat and rear storage compartment.

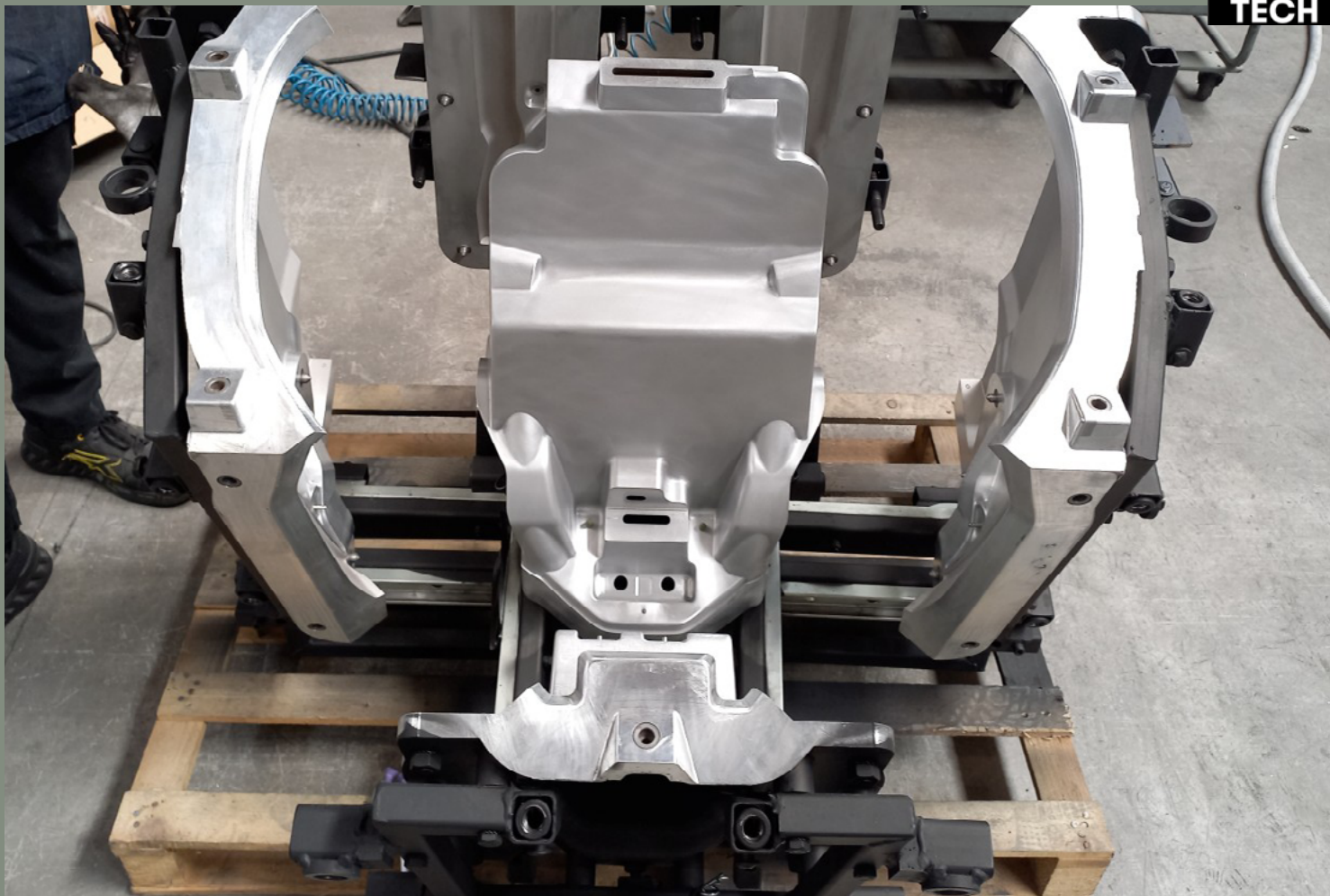


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This three-wheeled vehicle has been in the works for a long time, requiring a great deal of effort to achieve and meet the extremely high standards set by Askoll.



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Connectivity and Advanced Fleet Management

The eSpro3 is not just a vehicle, but a connected platform. The integrated telematics system allows companies to monitor vehicle status in real time, optimize routes, and reduce downtime. This focus on fleet digitalization confirms Askoll's commitment to offering comprehensive, Italian-made solutions for the electric transition in urban logistics. It represents an important step toward the idea of an organized and monitored system of vehicles capable of navigating the city along various routes.

A New Standard for Professional Mobility

The Askoll eSpro3 represents a significant evolution for the Italian brand, which consolidates its leadership in professional electric mobility in Europe. This three-wheeled vehicle has been in the works for a long time, requiring a great deal of effort to achieve and meet the extremely high standards set by Askoll.

The creation of this innovative vehicle opens a new chapter in the evolutionary path towards new innovative solutions to address the issue of mobility within densely populated and traffic-heavy areas: a multifunctional, non-polluting vehicle with an extremely recognizable design.



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One-touch Break release

The brake is extremely easy to release, ensuring a comfortable and smooth ride.



The battery modules are easy to remove and handle, making them quick to replace.



Easy to swap Batteries



The Power Hub: Recharges up to 24 batteries

The Charging Cabinet is a modular system capable of charging up to 24 batteries at the same time.



The specialised suspension and cushioned platform ensure stability even with loads of up to 80 kg in total.



80 kg Max load

2. Visionary Projects

Iskos-Berlin Design

Fritz Hansen, Allerød, Denmark

Avion Lamp



www.fritzhansen.com

Text by Françoise Pascal

The history of Fritz Hansen begins in 1872, where the enterprising cabinet maker Fritz Hansen obtains a trade license in Copenhagen. At the turn of the century, Fritz's forward-thinking son, Christian, begins to experiment with steam-bending techniques. During this decade, the technique is refined to make Fritz Hansen a world leader in moulded and laminate wood furniture. Expansion is a keyword in the Nineties. Here, Fritz Hansen focuses primarily on five areas: the dining room, the conference room, resting/waiting areas, office spaces and the private home.

In 1998, Jacob Holm becomes CEO, charged with transforming Fritz Hansen from a production company to a global brand with firm focus on the end-consumer. In 1999, a ground-breaking new factory in Vassingerød is inaugurated, increasing production capacity dramatically. A showroom and museum displaying the brand's long and rich legacy open to visitors.

The First Rotationally Moulded Object

In a catalog of furniture and chairs dominated by the use of traditional materials such as curved plywood, metals, and fabrics, for the first time in its century-old history, Fritz Hansen breaks the mould and presents an innovative lamp made using the potential of rotational moulding. The Avion project therefore represents an extremely important and significant step forward, also for the role of leader and reference that Fritz Hansen holds in the field of international contemporary design. To underline the importance of this strategic choice, the company did not want to develop a single lamp but rather to create a complex and flexible system of elements that would allow the illumination of interior spaces according to different typologies, from table lamps to pendant lamps, which can be combined according to different compositions.





Avion™ consists of a rotomoulded polyethylene diffuser with an opal finish that allows light to be distributed evenly throughout the surrounding space without creating shadows.



An Airship that Illuminates the Home

The Avion™ lamp, designed by Boris Berlin, draws inspiration from the designer's childhood fascination with the Zeppelin airships that once graced the skies. Its broad, oval shape gives it a playful look and diffuses a soft, diffused light that gently enhances the natural atmosphere of any room. Avion™ consists of a rotomoulded polyethylene diffuser with an opal finish that allows light to be distributed evenly throughout the surrounding space without creating shadows. A metal cover encloses the rotomoulded body, within which the light source is housed. The pendant version is fitted with two cables that allow the position and height of the lamp to be adjusted from the floor. Thanks to its distinctive shape, the lamp can be positioned at various angles, creating varied compositions in which the different light fixtures appear to float in space.

Maximum Integration with Minimal Noise

Iskos-Berlin Design is a partnership between Aleksej Iskos and Boris Berlin. The Danish design studio, based in Copenhagen, was founded in late 2010, but Aleksej and Boris have been collaborating for several years. In 1987, Boris co-founded Komplot Design, where Aleksej worked for over 11 years. This long and fruitful collaboration allowed them to develop a shared design philosophy that underpins the Fritz Hansen lamp project. The idea for this lighting element took shape from the designers' childhood memories, who explain: "Can you remember how fascinating flying objects used to be when you were a child? Who didn't want a model airplane hanging in their bedroom? We did. In fact, we wanted more than one..." Iskos and Berlin continue the story of the genesis of this project: "We often saw airplanes in the sky, but the first time we saw a zeppelin was simply unforgettable!"



“When we designed the pendant lamp we had in mind something that we might normally see in the air... something suspended or floating above our heads – like clouds, birds, airplanes, balloons and zeppelins or other flying objects”.





Slowly and silently, it moved over the city, low-slung – almost suspended between the houses. The sun bounced back off it as it “hung” over the rooftops like a big glowing lamp...

And the story continues specifically about the project: “When we designed the pendant lamp we had in mind something that we might normally see in the air... something suspended or floating above our heads – like clouds, birds, airplanes, balloons and zeppelins or other flying objects”.

According to the two designers “Avion is just such a flying object – one that might be natural in the sky, but is startling in the house – like a bird that flew into a building through an open window. Perhaps this is what happened – somebody let it in and it is flying through the house looking for a way out?”

A Lamp Based on an Elegant Balance

The apparent randomness in positioning the suspended lamp represents another key element of the project: “It’s quite simply a playful object. It is directional and it “flies” in a clear direction! You choose the direction it will take when you hang it: right or left, taking off or landing. You can fly a single Avion over your room or a formation of them back and forth, up and down. Several Avion’s can be arranged in regular formations, chaotically fill the “airspace” or mark a path through a building like consecutive beacons.”

And finally the designers delve into some key details of the lamp: “To make it easy to mount in the desired position, we have designed an adjustable ceiling cup for Avion, which can easily be rotated horizontally and fixed in the desired position. Avions adjustable wires allow you to choose the right height and inclination.”





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3. Design Protagonists

Eugeni Quitllet

Eugeni Quitllet Studio, New York, USA

Designing the Face of Matter



www.eugeniquitllet.com

Text by Riccardo Giovanetti

Eugeni Quitllet uses industrial design and creativity to shape new realities according to an optimistic vision of the future, synthesizing form and function with disruptive elegance and sinuosity, creating successful products designed to last.

For Eugeni, the future is the optimistic state of imagination that extends from the individual industrial object to the living space.

His vision of the present and the future aims to bring to life what does not yet exist, exploring new types of applications that go beyond the most established ones. His design practice is exceptionally diverse, making him a multifaceted creator: a Renaissance man capable of reinterpreting archetypes of living, such as a chair or an armchair, in a contemporary key.

Experimenting with Technologies and Materials

Quitllet has been familiar with rotational moulding for a long time, ever since he worked as a designer alongside Philippe Starck. Together, the two have designed objects that have become icons of contemporary design: For Kartell, the pair created the large Miss Flower vase, one of the first industrial products to have a transparent version, rotomoulded in polycarbonate. The large vase reinterprets a female figure, the body of a muse that becomes a decorative element that can be used both inside and outside a living space. The large vase reinterprets a female figure, the body of a muse becoming a decorative element that can be used both indoors and outdoors. For Serralunga, Quitllet and Starck created a hybrid object, a seating vase called Holly All: more than a simple vase, it is a sculptural element that also serves as a place to sit and relax. It is characterised by a large central porthole hole that breaks the continuity, giving lightness and fluidity to the object.



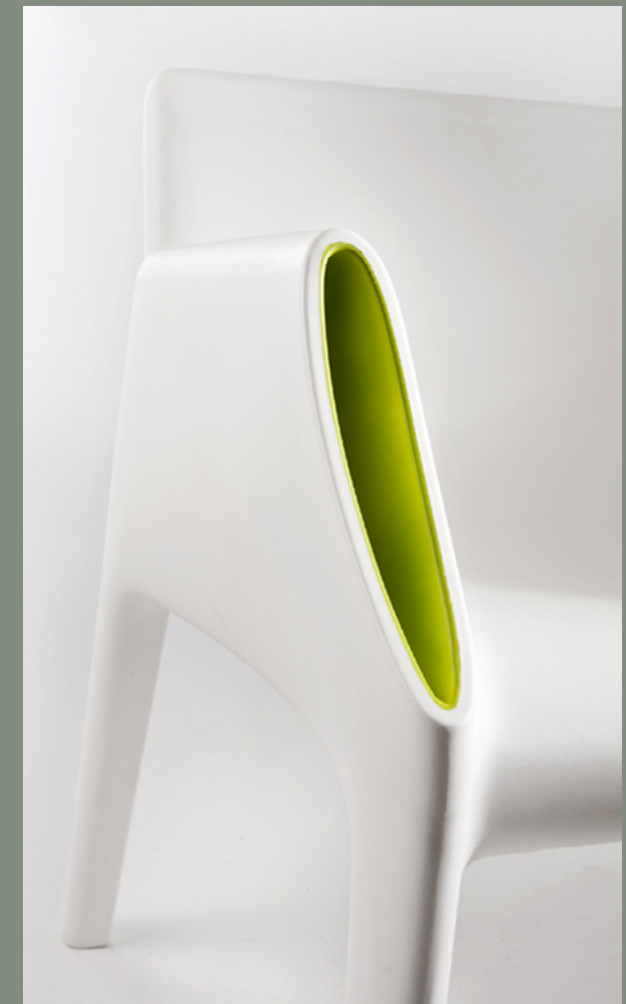


In the Bloom collection, Eugeni Quitllet captures the essence of a flower opening up to the sun, displaying a serene beauty that fills every outdoor corner with life.



Shapes that Flow into Design

The encounter with Vondom, a Spanish manufacturer specializing in outdoor furniture, marks a new stage in Quitllet's design journey: new furniture collections have been developed over the past few years, and rotational moulding is often the go-to technology. In the Bloom collection, Eugeni Quitllet captures the essence of a flower opening up to the sun, displaying a serene beauty that fills every outdoor corner with life. Inspired by the organic forms of nature, it transforms outdoor spaces into enveloping scenarios, where each piece invites you to enjoy a moment of calm and freshness. With lines that evoke the softness of petals and shapes that flow in harmony, each Bloom element – from its planters to its lamps – is a nod to nature that combines lightness and strength. The soft and delicate lighting of these pieces creates a unique atmosphere, perfect for enjoying the first rays of the day or the mystery of the sunset.



Shapes that Resonate in Space

Vondom's Bum-Bum collection, designed by Eugeni Quitllet, fuses the essence of music with the freshness of designer furniture, inviting you to create unique moments outdoors. Inspired by tubular shapes that evoke musical instruments, Bum-Bum transforms any space into a stage where light, sound and design meet in perfect harmony. Comprising a sofa, a low table, an armchair and the versatile 'bull', Bum-Bum stands out for its innovative and playful aesthetic. The pieces, rotomoulded in polyethylene resin, are light and ergonomic, designed to adapt to both indoors and outdoors. Its unique design allows LED lighting to be integrated into some finishes, creating a vibrant atmosphere that comes to life at dusk.



Behind every project lies extensive research and development aimed at finding technical solutions to make even the most complex shapes producible.



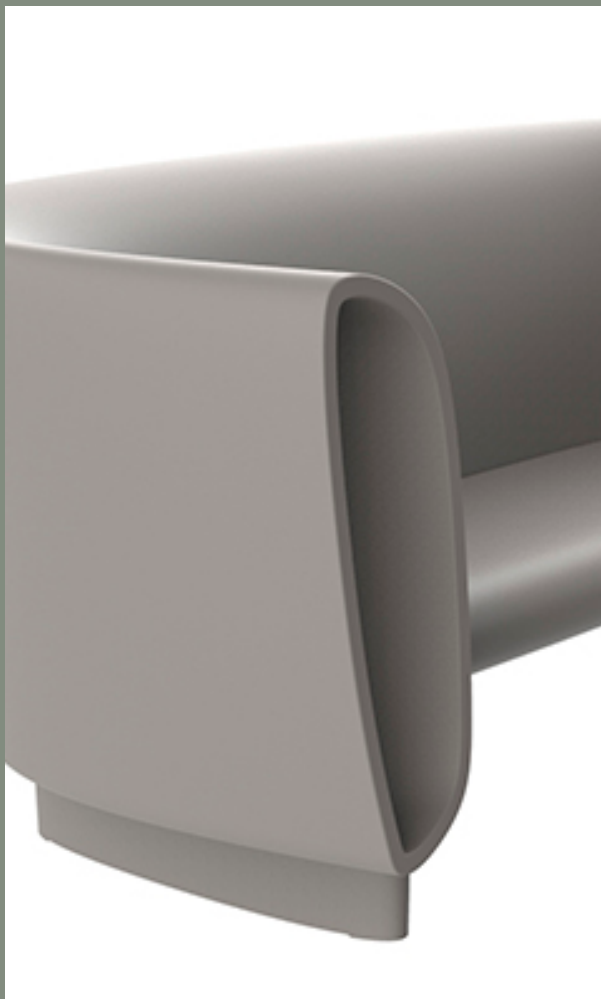


Plastic Sensory Objects

Many of Quitllet's products offer a sensory experience that invites relaxation and a unique way to enjoy the outdoors. They are multifunctional furnishing elements, suitable for both indoors and outdoors, highly recognizable in their forms and sometimes endowed with a touch of humor that makes them pleasant and inviting.

Between Research and Technology

Behind every project lies extensive research and development aimed at finding technical solutions to make even the most complex shapes producible. Research into surface treatments is another key element of the Catalan designer's work: the Bloom lamp introduces a wavy surface that segments the light and diffuses it throughout the room, creating a distinctive atmosphere. In the chairs designed with Stack for Kartell, the recessed sides create a distinctive color contrast with the seat structure. Each Quitllet product therefore represents a new opportunity to redefine not only the form but also the skin of objects, creating new solutions with great recognition.





Vondom transforms outdoor furniture into an innovative proposal, where design takes on rhythm and style.

The soft and delicate lighting of these pieces creates a unique atmosphere.



The products designed by Quitllet feature soft, instantly recognisable shapes.

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4. Innovative Processes

Orex Rotomoulding, Matrix Polymers

Mercure Szczyrk/Chybie, Poland

Sharing Knowledge



Text by Elena Chechet

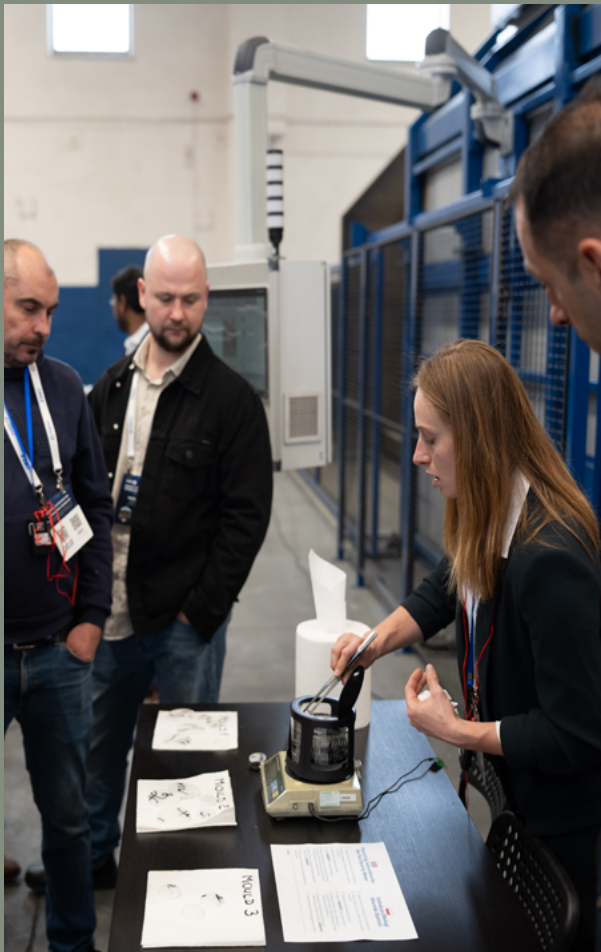
In the world of rotational moulding, discussions between different companies often provide an opportunity to discuss and delve deeper into key issues related to technology and performance improvement. The seminar organized by OREX ROTOMOULDING and Matrix Polymers in Poland on March 18th and 19th fits perfectly into this approach and offered a valuable opportunity to discuss several key elements, from the quality of production equipment to the performance offered by polymers.

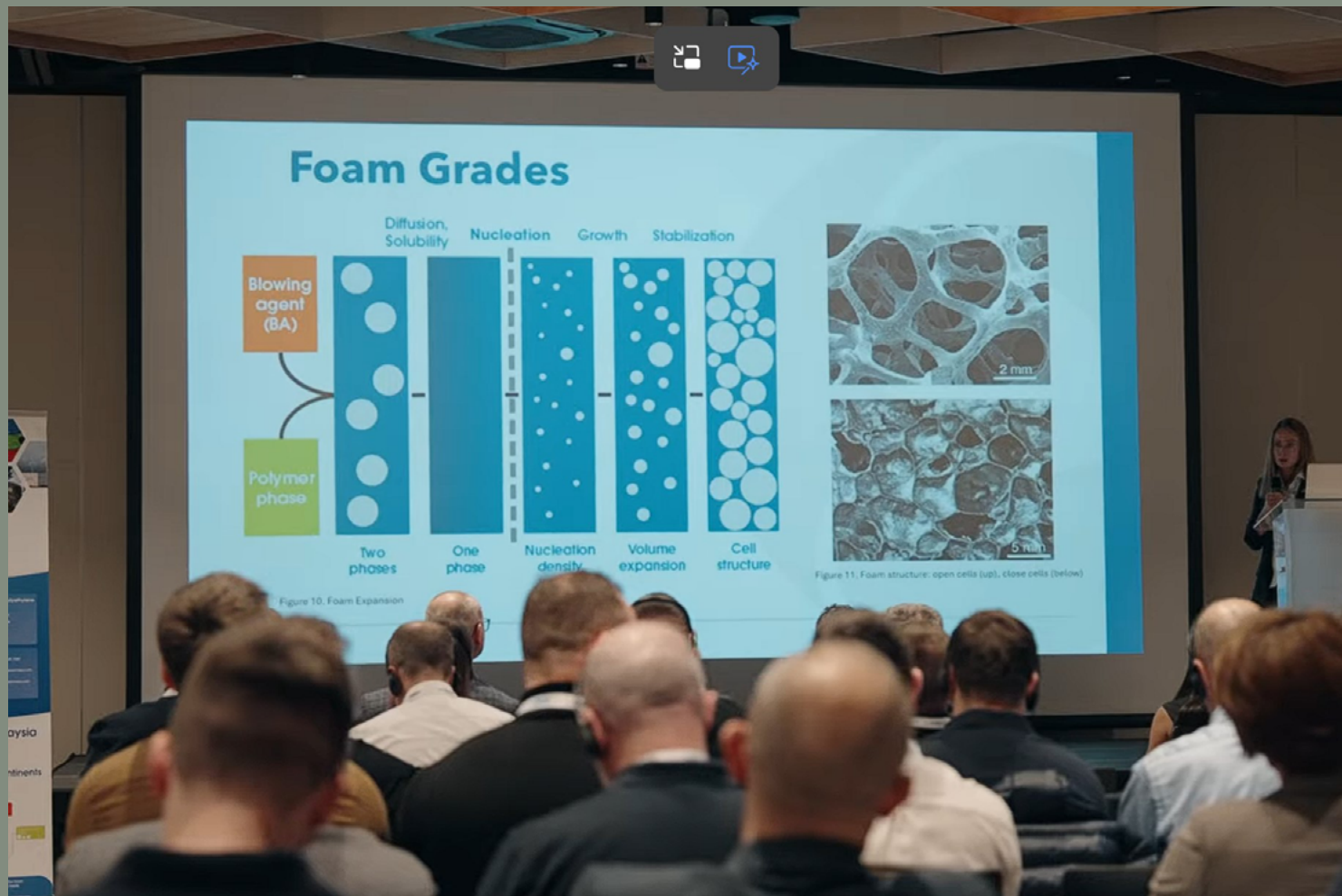
Connecting People to Share Knowledge

Bringing together rotomoulders and industry experts from across the region, the event provided a strategic opportunity to share knowledge, discuss market trends, explore new technologies and strengthen industry relationships. Events like these play an important role in the continued growth and development of the rotational moulding industry. They create a platform for learning, collaboration and innovation, helping rotomoulders tackle challenges, identify new opportunities and stay connected with the wider industry.

Less Material, More Profit

The first day took place at Mercure Szczyrk Resort surrounded by mountains. It was dedicated to conference sessions, presentations and a solid dose of technical insight. The main theme, "Less Material, More Profit – Driving Cost Efficiency With Evolve Technology", offered a clear perspective and strong vision from one of the key producers of rotomoulding materials in the industry.





Open and professional dialogue between businesses operating within the rotational moulding industry certainly represents an important opportunity to exchange ideas and develop new ones.



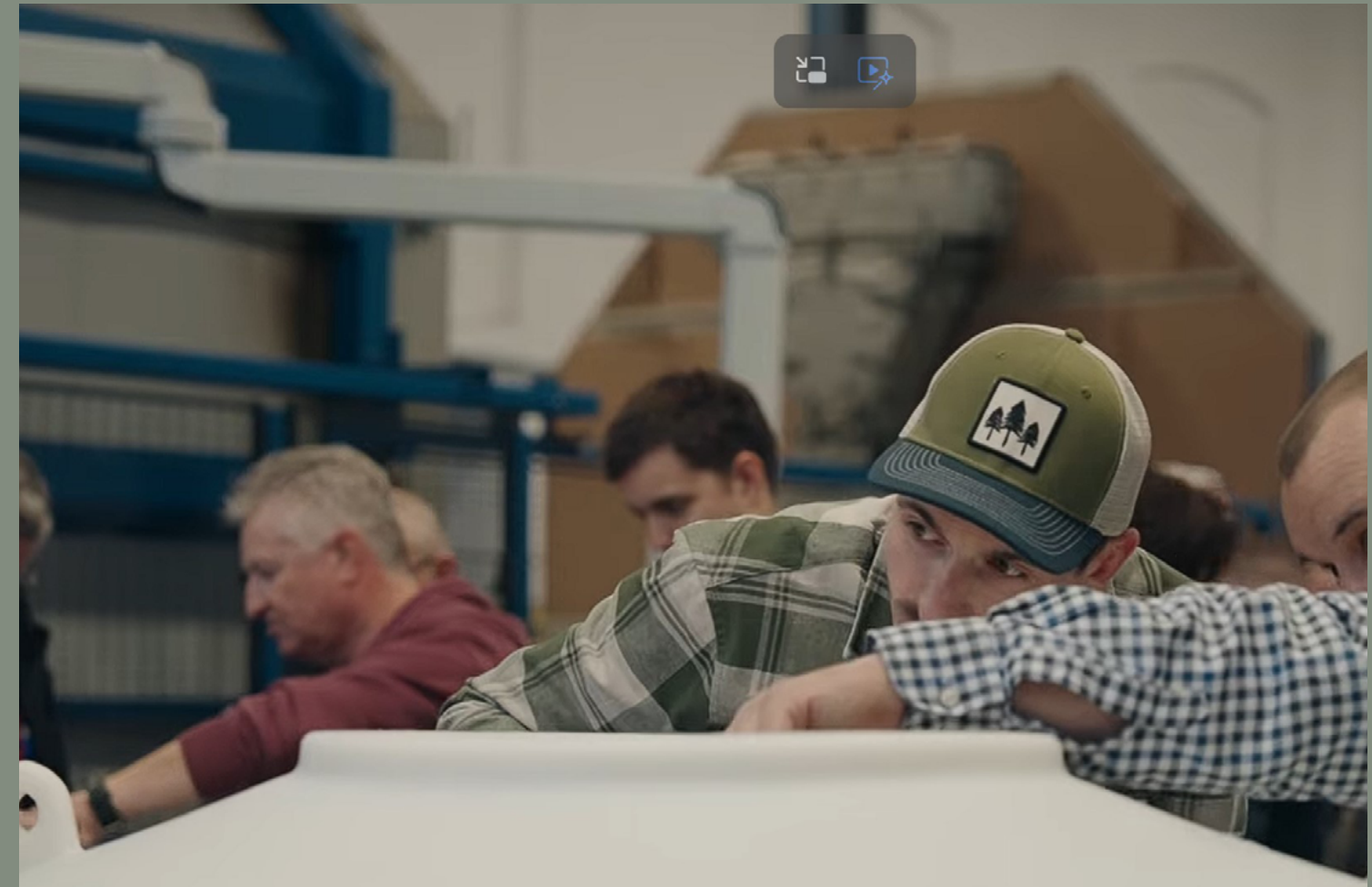


Exploring the Possibilities of Technology

On the second day, the seminar moved to the OREX ROTOMOULDING headquarters, located in a charming 140-year-old former sugar factory. Here, theory met practice through a series of live workshops in the production area, tests, and discussions alongside the machinery, allowing for in-depth exploration of the many aspects of rotational moulding technology in direct contact with the production environment. What stood out most was the atmosphere and the feedback. Dozens of companies that compete with each other on a daily basis came together, openly sharing experiences and insights. That shows there is real value in bringing the rotomoulding community closer.

Organize Meetings to Grow Together

Open and professional dialogue between businesses operating within the rotational molding industry certainly represents an important opportunity to exchange ideas and develop new ones. Synergy between companies is the foundation of continuous technological progress and allows industry professionals to discuss issues and challenges that increasingly appear to be common to every company. These experiences certainly represent an important new starting point for strengthening dialogue between the parties and growing together.





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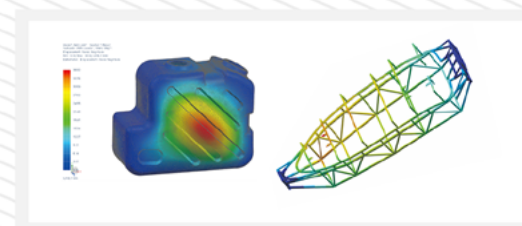
OVEN ROCK N
ROLL MACHINE



STATIONARY OVEN CAROUSEL
ROTOMOLDING MACHINE



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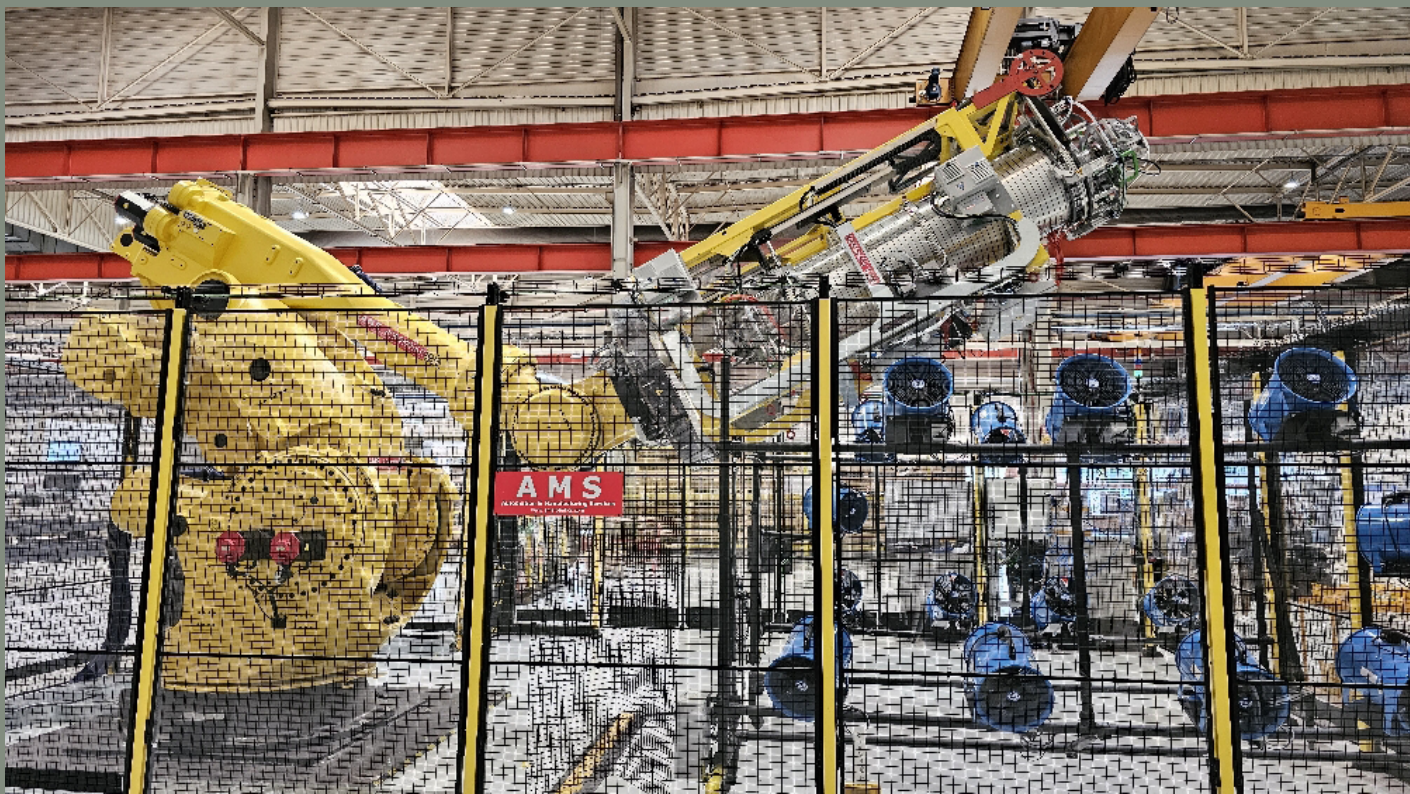
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5. High-Tech Innovations

AMS Robotics

Bilzen, Belgium

Benefits of Robomould Technology



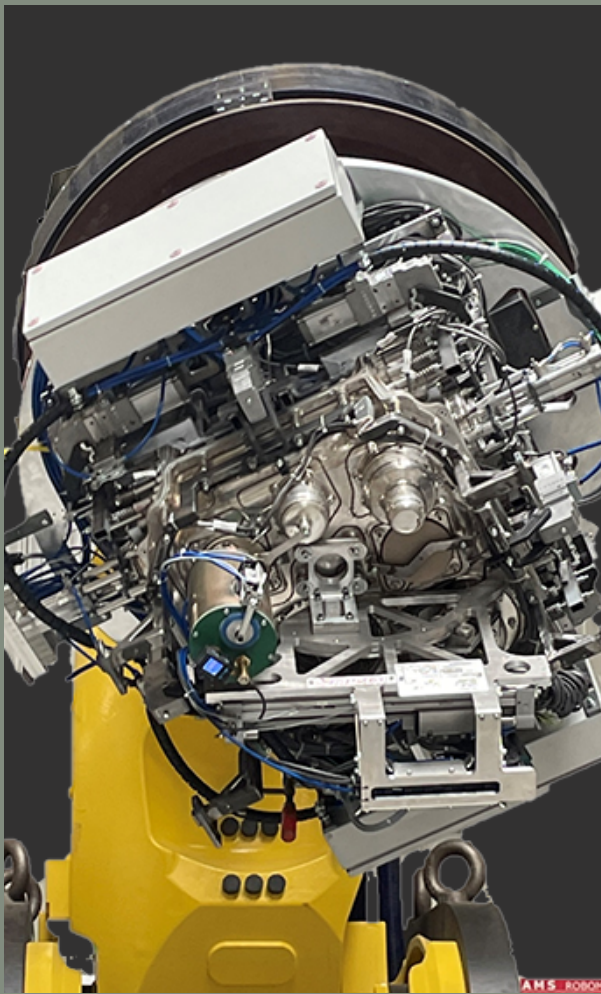
Text by Sarah Morrison

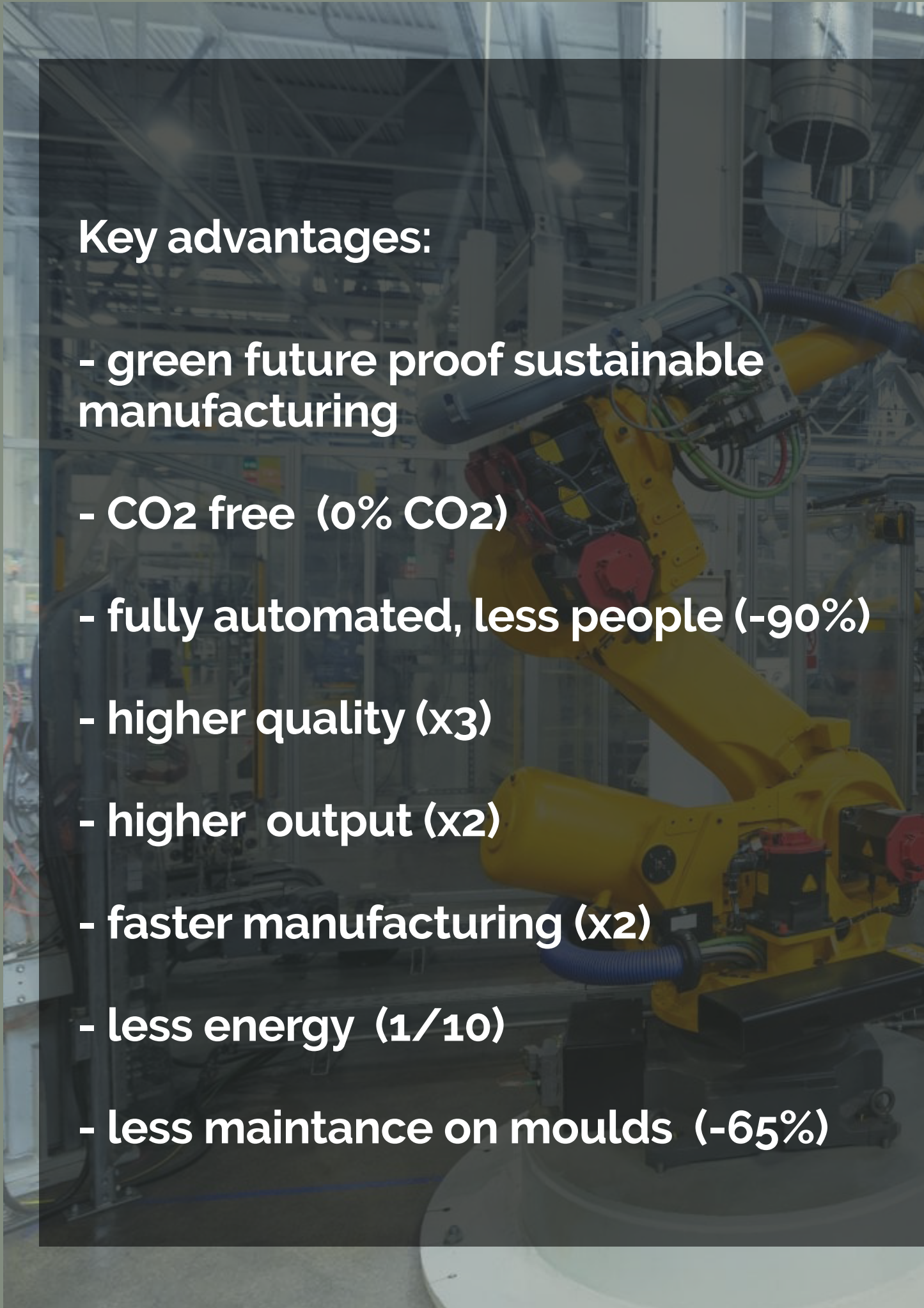
A New Model of Efficiency

In the field of rotational moulding, automated and robotic systems represent a significant opportunity to substantially improve production efficiency. Robots do not pose a threat to employment in the rotomoulding industry; rather, they offer a development model that enables machine operators to work more productively and efficiently. Operators are frequently forced to work in suboptimal conditions due to critical factors that hinder peak performance—most notably the high temperatures associated with rotomolding equipment. Especially during the summer months or in hotter climates, these conditions make it genuinely difficult to perform physically demanding tasks over extended shifts. Consequently, this environment leads to high staff turnover among machine operators and makes it difficult to find skilled workers willing to work under such challenging conditions.

The Challenge of Production Costs

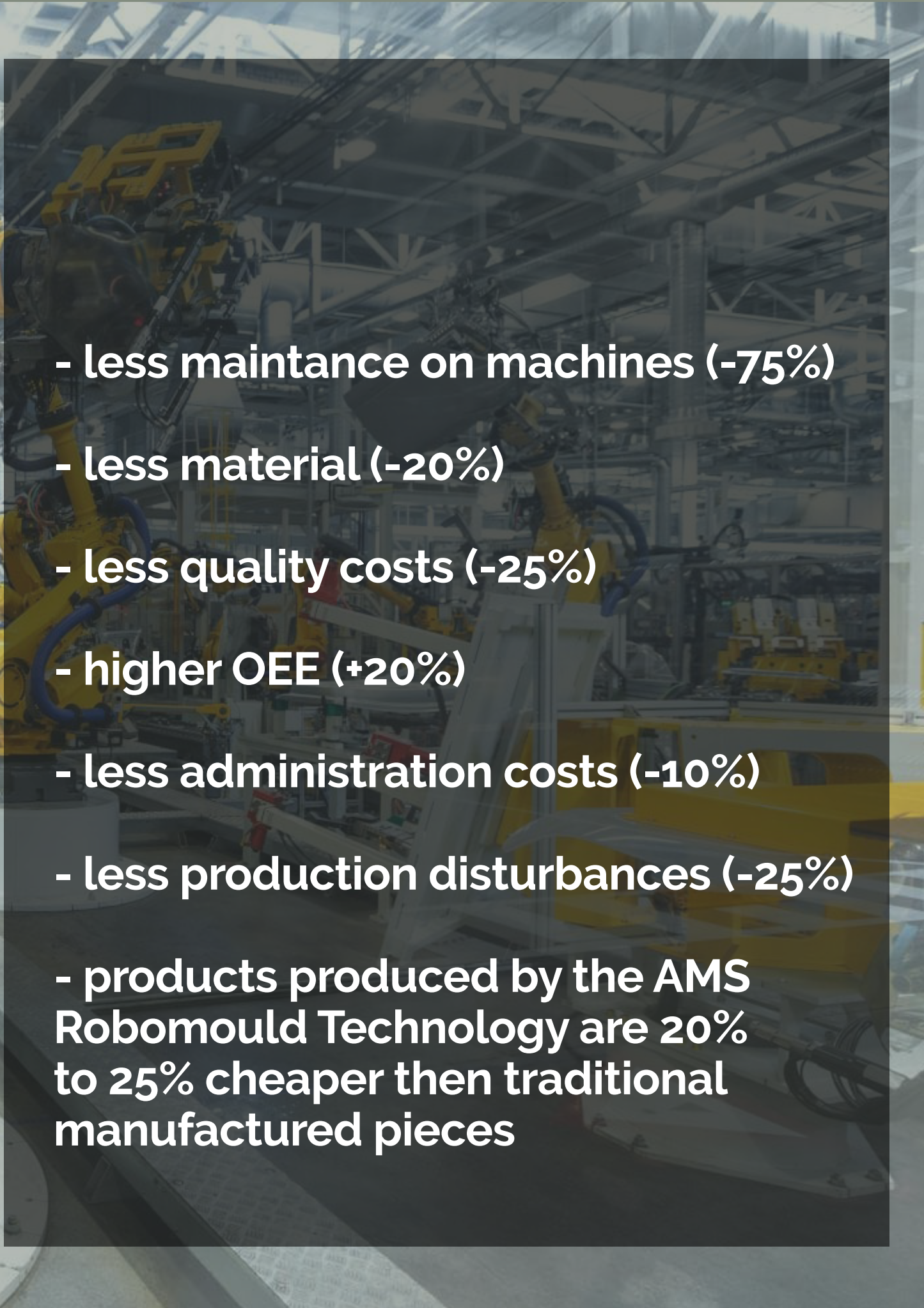
The second factor in this context relates primarily to the situation in highly industrialized areas, where there is a growing trend to shift part of production to low-wage countries in order to compete effectively on costs. In this regard, Johan Potagen, CEO of AMS Robotics, states: “In recent years, many manufacturing companies have been forced to relocate some or all of their production to low-wage countries. Companies that choose to fully automate their production facilities in Western countries are not compelled to take this step.” Automated systems help rebalance the relationship between production costs and operating margins, offering the opportunity to compete in global markets while keeping production within Western countries.

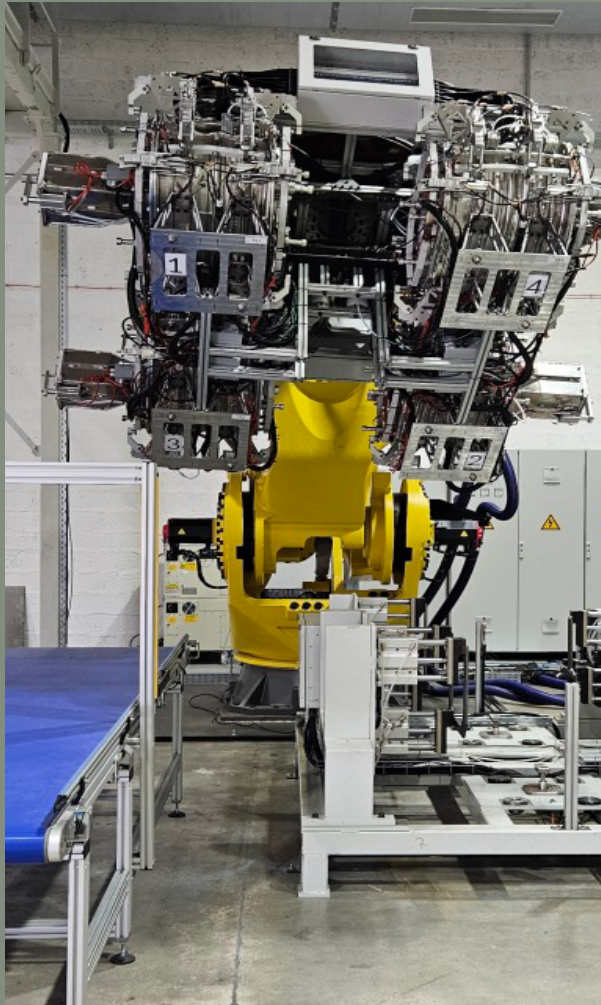


A large yellow industrial robotic arm is shown in a factory environment, positioned over a work area. The background shows the complex structure of the factory with various pipes, beams, and other machinery.

Key advantages:

- green future proof sustainable manufacturing
- CO2 free (0% CO2)
- fully automated, less people (-90%)
- higher quality (x3)
- higher output (x2)
- faster manufacturing (x2)
- less energy (1/10)
- less maintenance on moulds (-65%)

- 
- A large yellow industrial robotic arm is shown in a factory environment, positioned over a work area. The background shows the complex structure of the factory with various pipes, beams, and other machinery.
- less maintenance on machines (-75%)
 - less material (-20%)
 - less quality costs (-25%)
 - higher OEE (+20%)
 - less administration costs (-10%)
 - less production disturbances (-25%)
 - products produced by the AMS Robomould Technology are 20% to 25% cheaper than traditional manufactured pieces



Greater, higher-skilled employment

The argument that robotization and automation would cause the disappearance of far more jobs for low-skilled workers does not hold water, according to Johan Potargent. “For most of our clients today, the issue is usually no longer about simply finding enough people. No, their main challenge is finding employees willing to operate specific machines—often in rather dangerous and dirty working conditions. Studies on the impact of robotic systems leave little to the imagination in this regard: every robotic production plant we build ultimately creates at least four new jobs.”

Sustainability as a Key Factor

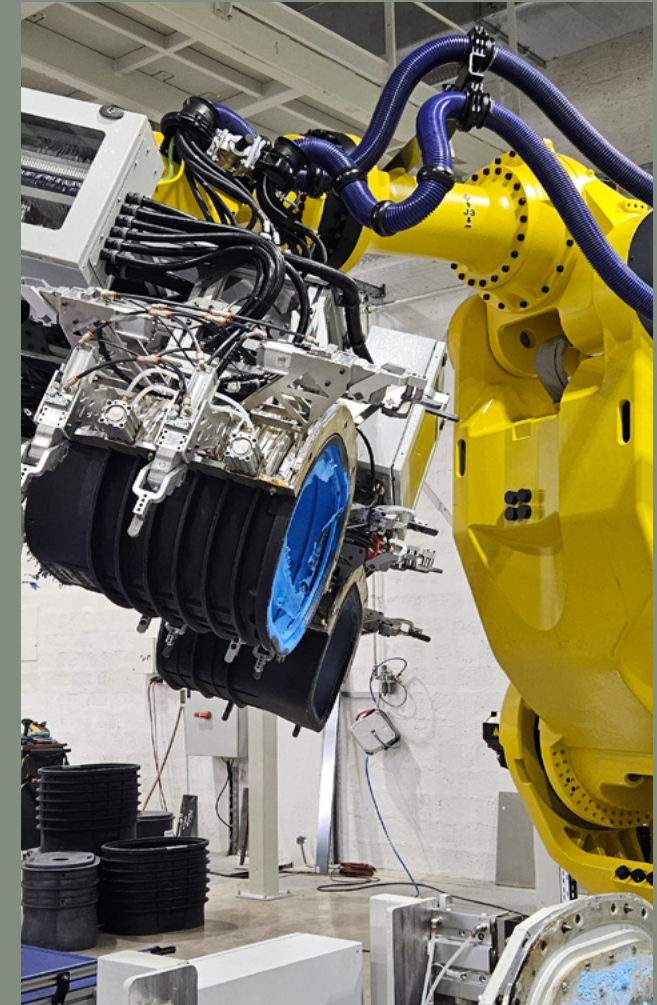
Another key factor to consider is sustainability, which undoubtedly plays a pivotal role in the evolution of rotational molding companies. Automated and robotic systems make it far more sustainable to manufacture as close as possible to the end consumer, thereby offering companies greater resilience. For decades, this approach was increasingly difficult to justify due to the vast wage disparities between Western Europe and the United States on the one hand, and low-wage Asian countries on the other. The extensive use of robots helps rebalance the cost-revenue ratio, enabling the reshoring of production that was previously outsourced. Thanks to robotization, high-value-added products—such as high-tech or highly customized items—can once again be manufactured in Europe.

From Large Enterprises to SMEs

It is no coincidence that extensive automation has gained popularity in the broader automotive sector in recent years and is becoming increasingly prevalent in the food industry. Both are financially robust, global sectors that have achieved significant economies of scale through the massive deployment of robots.



Looking ahead, this ongoing evolution involves not only large corporations but also smaller companies seeking to expand their market reach. Johan Potargent explains: “Many SMEs are already satisfied with serving the local market and a few neighboring countries with their products. However, the use of robots—enabled by advanced new technologies—can actually help them manufacture products suitable for global export. This can completely shift their market perspective: if you truly excel in a niche market, you can expand your commercial presence worldwide.” Transforming a locally-oriented manufacturing business into a global player represents another opportunity offered by automated production—a significant step toward growth for companies in the sector.



6. Quality Productions

Rotoplastic 

Samarate, Italy

Innovation in Accessories



Text by Sarah Morrison

Raplock System

Rotoplastic, a leading manufacturer of rotational moulding machinery, has developed a series of innovative accessories installed in its production facilities.

The first is Raplok, a patented system consisting of two conically beveled flanges and a pair of jaws equipped with quick and safety clamping. The flange with the jaws and clamp is fixed to the arm head and the other flange on the mould or spider. The operator simply has to join the two flanges and close both in the jaws with the clamping which by internal pins guarantee a perfect anti-slip seal during the rotation.

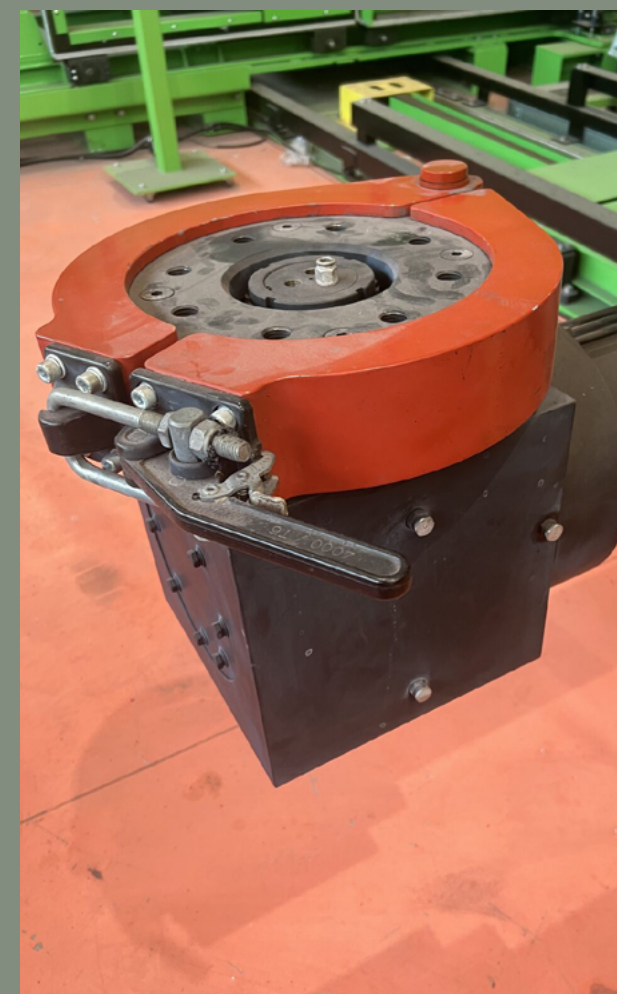
Thermal Camera System

All machines can be equipped with up to three thermal cameras, one for each processing zone:

- *Oven*
- *Pre-cooling*
- *Cooling*

Each thermal camera acquires data at a rate of 25 measurements per second. However, for process control purposes, only the measurements captured when the primary arm axis is positioned at 0° within the camera monitoring area are considered valid. Once the thermal camera records five valid measurements (corresponding to five complete revolutions of the primary arm) where the temperature exceeds a threshold defined by the operator, the machine automatically advances the arm to the next process phase, provided that thermal camera control has been enabled within the recipe.

The thermal camera solution is an economical option. However, it has restricted accuracy, as industrial thermal cameras are not specifically designed for rotational moulding industrial applications.



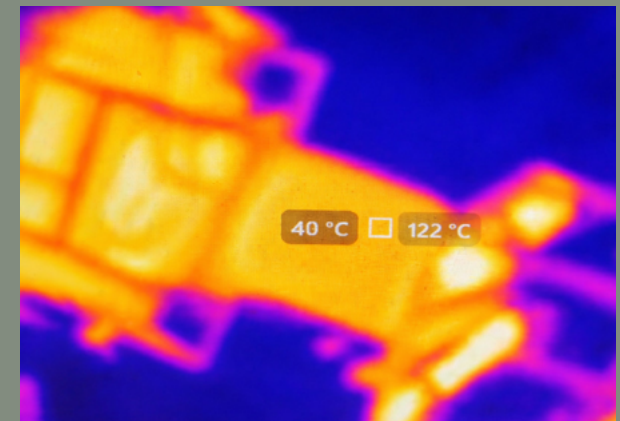


Accurate operation requires synchronization with the machine cycle to within fractions of a second, and the cameras must be installed in carefully selected positions.

Furthermore, thermal cameras are inherently affected by environmental conditions such as air humidity and air density. Then they do not directly measure the temperature of the material inside the mould; instead, they measure the external surface temperature of the mold or another selected reference point.

With these fundamental innovations, Rotoplastic continues its development journey with the goal of creating increasingly efficient and high-quality rotational moulding machines.

Built with the latest technologies, the machines are designed to increase productivity while reducing consumption and waste, and with a growing focus on costs and the environment.



7. Telling ARMO

Katia Zoppetti

IT-RO - Italia Rotazionale

Looking Beyond your Own Borders



www.it-ro.it

Interview by Corinne Lambert

Katia, let's start from the beginning: when was IT-RO founded and how has it evolved over the years?

The Italian group was founded in 2013 from the ashes of the previous AISR and was founded with the support of leading Italian companies in the sector. One of its primary objectives was to promote the sector in the best possible way, broadening knowledge of the technology among companies and professionals who were still relatively unfamiliar with it. For this reason, from the outset, we launched an intense promotional effort, participating in numerous trade fairs and events with the aim of engaging with companies and seizing new development opportunities.

How important is collaboration between national companies to spread knowledge of production methods and improve staff training?

This is certainly a fundamental part of our development journey: connecting our companies, which previously had difficulty communicating with each other, represents a significant opportunity for mutual growth and development. For this reason, we regularly organize training courses for in-house staff, inviting experts from Italy and abroad. Seminars and conferences represent an important opportunity for all companies to discuss market trends and develop new business opportunities.

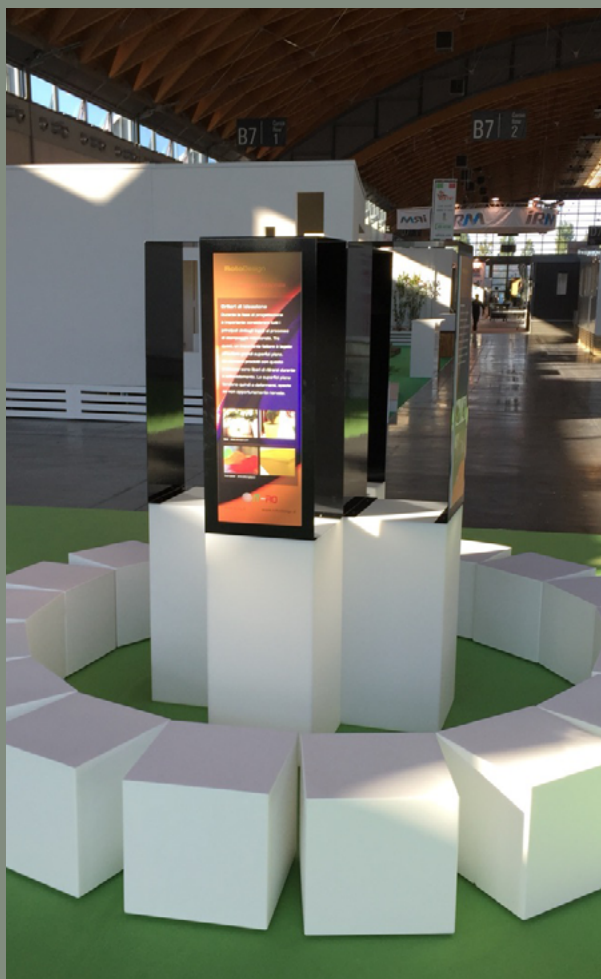
How important is collaboration between national companies to spread knowledge of production methods and improve staff training?

IT-RO brings together companies of various sizes,





“Companies in our sector must also be able to look beyond established product types to identify new opportunities, even in previously underdeveloped sectors or market niches.”



including some large, international leaders in rotational moulding. A significant portion of our members are small and medium-sized companies, which we strive to support by offering them valuable opportunities to better communicate their products and identities. From this perspective, we have developed an intense publishing program over the years that has been highly successful: every month, we publish a publication that provides insider insights into our member companies, giving voice to the key people who work there. We also produce specific publications to explain the potential applications of rotational moulding technology in various industrial sectors.

What do you think your companies need to improve most to evolve and grow further?

I think it's important for many to improve their communications and marketing efforts so they can become known beyond national borders and their established customer base. I often see companies capable of producing high-quality products that require a greater communications push to adequately promote themselves internationally. Companies in our sector must also be able to look beyond established product types to identify new opportunities, even in previously underdeveloped sectors or market niches. Rotational moulding offers a great opportunity to offer a valid alternative to other technologies and materials, and this represents an important starting point for effective promotion.

Since its inception, IT-RO has also been one of the ARMO member associations: how important do you think this presence is for your domestic companies?

Participating in ARMO's international events certainly represents a unique opportunity for companies to learn



about the latest industry developments, meet key people, and gradually develop an effective network of contacts with other professionals. Compared to when we were founded, I've noticed a growing propensity among companies to participate in conferences and engage with foreign markets, demonstrating that we're definitely on the right path to growth. pressure regarding sustainability and the usage of recycled material, we really need to change the perception of plastic being the enemy for the environment and start focussing on the positives that long life plastic products offer.

You know the network of international associations very well, having led ARMO for several years. What do you think should be further developed to enable all associations to thrive?

I believe it's important to emphasize promoting awareness of this technology beyond the countries where rotational molding is most established, including those geographic areas where new companies are emerging. Rotational moulding has the potential to establish itself as a global technology, capable of competing with and often surpassing other production systems.

What are the key topics that attract the greatest interest within your member companies?

Technical training is an important element that companies ask us to develop: there is often a certain turnover of personnel within companies, so it's important to keep new workers up to date and educate them on the proper use of the technology. Another key aspect is also linked to the generational transition that many member companies must face: in this case, it means helping companies evolve while maintaining continuity and consistency, making the best choices for the company's internal management and control.



8. International Events

ARMO

Affiliation of Rotational Moulding Organisations

Calendar



Rotomould 26 Conference & Exhibition

Melbourne, Australia Jun 22 - Jun 24, 2026

This year, ARMA is offering a completely revamped experience at Melbourne's stunning Langham Hotel, combining world-class training, valuable networking opportunities and a vibrant exhibition space. An international event designed to be more flexible, engaging and accessible to all.
www.rotationalmoulding.com



ARMO Seminar

September 15, 2026

An Overview of The Chinese Rotational Moulding Market. In this session industry expert Harry Huang from Wuxi Yisong Rotomoulding Technology will provide an overview of the Chinese Rotational Moulding Industry. Looking at trends in the market and what the future holds.
www.bpf-uk.zoom.us/webinar/register



ARMO General Conference

Baveno, Italy Sep 26 - Sep 28, 2027

ARMO is pleased to announce that its next general conference will be held in Baveno, northern Italy, from September 26 to 28, 2027. More details and information on this major event dedicated to the world of rotational molding will be available soon.
www.armo-global.org



9. Affiliates

	AFR - Association Francophone du Rotomoulage	www.rotomoulage.org
	ARM - Association of Rotational Molders	www.rotomolding.org
	ARMA - Association of Rotational Moulders Australasia	www.rotationalmoulding.com
	ANIPAC - The Mexican Plastic Association	www.anipac.org.mx
	ARMSA - Association of Rotational Moulders Southern Africa	www.armsa.co.za
	ARM-CE - Association of Rotational Moulders Central Europe	www.rotational-moulding.de
	StAR - Society of Asian Rotomoulders	www.starasia.org
	Nordic ARM - Nordic Association of Rotational Moulders	www.nordicarm.org
	BPF - Rotational Moulders Group	www.bpf.co.uk
	IT-RO - Italia Rotazionale	www.it-ro.it
	RPC-CPPIA	www.crotomolding.com
	Rotopol Association	www.rotopol.pl



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