

Press Release

European Rotomolding End User Market Research Report

ARM International (Association of Rotomoulders) and UK based Arvada Strategic Marketing have joined forces to produce the first ever European Rotomoulding End User Market Research Report. The report aims to be a useful information and business development tool for rotational moulders, suppliers and end users.

The market research and statistical analysis has been supported by commentary from Dr Nick Henwood, a leading experienced figure in the rotomoulding industry and feedback from end users, specifiers, designers, suppliers and rotomoulders.

The report has been divided into four key sections:

- European Rotomoulding market and process overview
- Detailed European market review by end user sector
- Questionnaire based survey of leading end users, specifiers and rotomoulders
- Supplier input and European market SWOT analysis

Covered in the report is a comprehensive list of rotomoulding applications grouped together into 11 end user market sectors. The market sectors researched are Agriculture, Construction, Domestic, Industrial Products, Municipal and Environmental, Marine & Watersports, Materials Handling, Retail, Tanks & Bulk Storage, Transport and Military.

The report is available at a special price to ARM & ARMO members of £375.00 (normal price £600.00)

For more information visit the Arvada Strategic Marketing website www.arvada.co.uk or e-mail info@arvada.co.uk.



- Ends -

About the Authors



Dr Nick Henwood: Nick has had a 20-year involvement in the rotomoulding industry, both with his own companies and in major multi-nationals. His wide experience encompasses both technical and commercial areas. In 1992 he founded Matrix Polymers, and built his company into a major pan-European supplier of plastic raw materials and services to the rotational moulding industry.

In mid-2006 Nick sold his shareholding in Matrix and he now works as an independent researcher, consultant and educator through his new company, Rotomotive.

He has served the international trade association for rotomoulding (ARM) in a number of capacities, including a term on its Board of Directors, representing the industry's suppliers and as Director responsible for ARM's Central and Eastern Europe Division.



Mike White: Mike, the Managing Director of Arvada Strategic Marketing Limited, is a Chartered Marketer and Qualified Engineer. He has significant international experience in all areas of the marketing mix, the introduction of successful business strategies, project management and market research.

Since forming Arvada Strategic Marketing in March 1999, Mike has worked with a wide variety of manufacturing companies on strategy and research projects both in the UK and overseas, resulting in an extensive knowledge of applications, market trends, manufacturing operations, product applications and service requirements. Mike has worked with material suppliers and rotomoulders as well as end users using rotomoulded products.

Arvada Strategic Marketing Ltd

Arvada House
48 Statfold Lane
Fradley
Lichfield
Staffordshire WS13 9NY
United Kingdom

Tel: +44 1283 790820
www.arvada.co.uk

Rotomotive Limited

Evans Business Centre
Regents Pavilion
4 Summer House Road
Moulton Park
Northampton NN3 6BJ
United Kingdom

Tel: +44 1604 641270
www.rotomotive.net

Press contact:

Mike White, Arvada Strategic Marketing Ltd, Arvada House, 48 Statfold Lane, Fradley, Lichfield, Staffordshire, United Kingdom, WS13 8NY; Tel:+44 (0) 1283 790820; email: mikew@arvada.co.uk; web: www.arvada.co.uk .