



Rational Molding

No it's not a typing error. It does say rational and it actually arises from a conversation I was having with Terry Gillian of Paladin Sales about irrational behavior I see in some areas of rotomolding. He told me that he was once given a plaque by the Australasian association for 'rational molding' and even managed to dig it out for me to take a photograph of (ARMA did send Ferry Industries a prompt replacement). It was a mistake with perhaps Freudian undertones and sets the scene for questions about how we approach the world of rotomolding: for example, are you a rational or irrational molder...? Oh, the good old days of Rational Molding...Webster's online dictionary has the following entries for rational and irrational:

ra-tion-al - adjective

1. Agreeable to reason; reasonable; sensible
2. Having or exercising reason, sound judgment, or good sense
3. Applies to most rotomolders most of the time

ir-ra-tion-al - adjective

1. Without the faculty of reason; deprived of reason
2. Without or deprived of normal mental clarity or sound judgment
3. Applies to most rotomolders some of the time

Most people are rational most of the time. More than a few, however, let the irrational slip into their thinking, particularly when they look at short-term issues vs. long-term. When irrational meets rotational, things may not work quite the way they should. Consider some of these observations:

- Rational molding focuses on helping good people do good work
- Irrational molding frustrates good people and makes it tough for them to do good work



- A rational molder makes sure that equipment and systems are controlled properly
- An irrational molder doesn't understand that rotomolding can be controlled
- A rational molder pays for mold and equipment maintenance directly
- An irrational molder pays for mold and equipment maintenance indirectly
- A rational molder sets up systems which help operators take the guesswork out of their work
- An irrational molder gambles on everything working perfectly on the shop-floor
- A rational molder constantly seeks new markets and ideas, networks with other molders, designers, and students and is ready for changes in any area of his business

- An irrational molder goes with the flow - things will always be good and never change
 - A rational molder will seek knowledge and advice constantly
 - An irrational molder already knows everything he needs to know
 - A rational molder knows that the sharp end of the business is at the machines and that the more an operator knows, the better the parts they make
 - An irrational molder keeps it all in his head and passes out only what is needed, jealously guarding the ancient secrets of rotomolding
 - A rational molder knows that the secrets to good rotomolding are often simple and have probably already been well documented at conferences and in the literature
 - An irrational molder keeps his 'secrets' but doesn't realize that others have often been there before him
 - A rational molder knows that the true cost of quality might be measured years after you ship your products
 - An irrational molder saves now, pays later
 - A rational molder defines quality for every part
 - An irrational molder doesn't realize that every part has at least one critical requirement
 - A rational molder selects and carefully tests the polyethylene they use
 - An irrational molder believes that polyethylene is polyethylene is polyethylene
 - A rational molder will make sure that parts meet their intended final lifecycle
 - An irrational molder believes that polyethylene is indestructible
 - A rational molder knows that the final quality of a molded part can be affected by many variables (142 if I recall correctly)
 - An irrational molder doesn't believe in variability in his process
 - A rational molder knows when to seek advice and ultimately reduce his costs
 - An irrational molder focuses on the price of advice rather than the value of advice
- Where do you fit?

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