

INTRODUCTION

Market size is very difficult to measure in each country. As a general guide you may be able to extrapolate from information about the UK. Market research shows that sales of industrial electrical static eliminators in the UK were €5 million in 2010. The UK has a population of 60 million people and a mixed economy, which is losing basic manufacturing industries and expanding its service sector. Manufacturing is now 11% of GDP.

A country like Germany, with more industry and a large machinery sector has a market for static eliminators and generators of about €40m a year.

The market for static eliminators depends on the nature, structure and size of the local industrial market. Productive sectors are plastics, packaging, printing and automotive. Less productive areas are heavy metal industries, basic chemicals, minerals, mining etc.

The market for static eliminators is very wide. It covers most areas of industry where non-conductive materials are made or handled.

However we must concentrate on the areas which produce the best return on sales effort. The following notes give an outline of the most productive markets.

PLASTICS

The plastics industry represents over 70% of our market. It includes film and sheet production and conversion, injection, rotational and blow moulding, thermoforming, machining plastics and other sub-sectors.

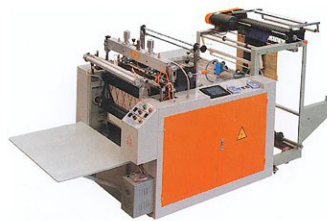
FILM

This is probably our most productive market. It includes:

- Extruders
- General Converters
- Bag Makers
- Printers
- Adhesive Tape
- Magnetic Tape
- Coaters
- Shrink & Over Wrapping

and a wide range of packaging applications in numerous industries. Static problems include product misbehaviour, shocks to operators and dust. Fire and explosion risks with coating, laminating and gravure/flexo printing of film products are also important.

We sell all of our product range to the various sectors of this market. For hazardous area applications we use solvent resistant anti-static brushes or EX1250 ionizing bars.



FOOD, PHARMACEUTICAL & MEDICAL

This includes a wide range of packaging applications. It also includes process applications involving conveyors and handling, cleaning and shocks to operators.

Many medical and pharmaceutical applications are in cleanrooms, we have a lot of experience in this area.

Medical applications often include mouldings and other plastic parts. On the website application sketch for light mouldings, typical products are plastic syringes and small medical parts.



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MOULDINGS

This includes injection moulding, plastic bottles, rotational mouldings, glass fibre structures etc.

The normal problems are dust attraction, product misbehaviour and shocks to operators.

Automotive mouldings are a very important source of business. Many plastic parts of cars and trucks have to be painted and lacquered - before painting they have to be neutralized and cleaned. This applies to bumpers, mirror fittings, headlight assemblies, internal parts.



Blowers, guns, airknives etc sell well here.

For specific applications please see website (www.fraser-antistatic.co.uk) application sketches:

- Mouldings
- Bag Makers
- Light Mouldings
- Edge Pinning
- Winders
- In-Mould Labelling
- Plastic Bottles

PACKAGING

The overlap between plastics and packaging is very wide. We define packaging as an end-of-line operation in general industry rather than a discrete market.

In addition to using film products in wrapping and bagging activities, it includes thermo and vacuum forming, plastic bottles, tamper evident, canning. Packaging operations can cover a wide range of industries. Productive areas are food, pharmaceutical, confectionery.



See application sketches on website:

- Packaging Applications
- Vertical Form Fill
- Blister Pack

TEXTILES

The market in Europe for textile applications has reduced in size dramatically over the past 20 years, with industry moving to other areas of the World.

Typical textile applications are:

- Beaming / Sizing / Warping
- Inspection
- Stenters & Finishing
- Non-Wovens
- Transfer Printing
- Narrow Fabrics
- Dyeing
- Digital Sublimation Printing
- Drying
- Laundry Processing



See website application sketches:

- Textiles

Notes:

PRINTING & PAPER

Traditional litho printers use static eliminators, although these are often supplied with the printing press - this market is in decline. Other more productive sectors include:

- Print Finishers
- Pad Printer
- Paper Mills
- Tissue Products
- Label Printers
- Gravure
- Embossing / Holographs
- Digital Printing
- Screen Printers
- Coaters
- Paper Converters
- Narrow Web Digital Printing

The best growth market at the moment is digital printing - this is an important market which produces a lot of business.

The best part of this market is UV printing on rigid plastic sheets - they nearly always have static problems. Please see the application sketches on the website.



Label printers who print with UV inks (most modern printers) have many static and dust problems. Narrow Web Digital Printing is also a new and growing Market as is RFID label printing.

Our new ATEX equipment for hazardous areas now allows us to offer a range of products to gravure printers and coaters. See separate notes on the printing industry.



OPTICS

High value glass products, contact lenses, fibre optics.



PHOTOGRAPHIC

Large volume photo finishers, light sensitive film producers and converters. This market has declined dramatically in recent years - replaced by digital photography.



ELECTRONICS aka ESD

We have mentioned before that this is a specialist area. We will produce separate notes for this industry. In general terms we do not produce equipment designed for this industry which has all but vanished eastward from Europe.



GENERAL

There are many applications not covered by the headings above e.g. conveyors, shocks to operators in general industry, check weighers, ink jet printers, pneumatic conveyors.

See website application sketches: Shocks to Operators.

Notes:

SERVICING THESE MARKETS

It is impossible to be a specialist in all of these markets. For areas where you are not a specialist we recommend that you use two targeting methods to generate sales leads.

OEMs - Original Machinery Manufacturers

If there are OEMs manufacturing machinery these are a major source of business. When they have accepted our equipment they buy equipment Automatically and usually regularly, without much sales effort from you.

Normally they will pay a lower price than end-users, especially if their volume is high. If there is a problem meeting their price requirements please contact us, with their requirements - including details of the equipment they are using at the moment and the quantity used a year. We will be able to work together to win the business.

Distributors of Materials & Machinery

The salesmen and service managers of machinery distributors - packaging machines, injection moulding machines etc will know which customers have static problems and will often be happy to give your name to them. The same applies to suppliers of packaging films, for example. Their customers will complain if the material generates static problems. The salesman will be happy to give them your name and for you to resolve their valued clients' static issues.

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