

# Thermoplay sets sights on UK growth

## BUSINESS: Italian firm opens new sales office in Essex

Italian hot runner manufacturer Thermoplay has signalled its intent to grow the UK market with the appointment of Chris Whitlam as sales manager, UK and Ireland.

Whitlam, formerly sales manager of moulding machine supplier Sandretto UK and latterly in the UK hot runner supply business, will lead the UK team from new premises in Leigh-on-Sea Essex.

Whitlam says: "I am really relishing the sales and marketing opportunities ahead. Hot runner technology is still in its advent and I'm looking forward to being backed by a truly global organisation."

Based in Northern Italy, Thermoplay now has subsidiaries and distributors in 49 countries. "This is the kind of global customer reach and experience that I can really turn to the benefit of forward-looking moulders in the UK and Ireland," says Whitlam. "There aren't many hot runner situations that the Thermoplay group has not faced over the past few years."

The UK Thermoplay team will focus on helping moulders who are running multi cavity tools and for whom fast cycle times are a priority. Key sectors include packaging operations; high volume medical moulding, automotive, housewares and other markets.

Thermoplay also recognises the current impor-

tance of the automotive sector to the UK economy. The company sets particular store in being able to supply screw-in hot runner systems that provide nozzles and shut off groups. These can be mounted with various inclinations and are assembled to the



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manifold in a way that guarantees perfect perpendicularity to the injection plane. With larger manifolds – a system of joints that distributes the expansions inside the manifold allows the customer to use nozzles with a significantly shorter length than those normally used in this type of application.

The Thermoplay hot runner system can be sup-

plied prewired with various configurations based on the specific requirements of the customer and equipped with conditioning and an electrical circuit, pneumatic/hydraulic system. This simplifies the transport and installation of the system in the mould.

Thermoplay acknowledges that a good part of its sales and marketing effort will also be spent with moulders who firstly need to see the benefit in switching from cold runner systems.

The firm offers customers the ability to configure standard single to eight hot runner systems thanks its online web design configurator.

Customers select type of plastic, nozzle type tip and manifold pitch they are looking for and Thermoplay emails them back 3D and 2D CAD drawing offering a customised hot runner system solution.

Whitlam says: "Not only is this feature a real time saver – the customer gets to design it their way – it also cuts down on general time and cost; not only for the moulder but for the toolmaker in design and cutting steel."

The main features of the Thermoplay design configurator include: distance between axis of manifolds selectable within the defined ranges; construction of the manifold with or without a heater cover depending on the injected material and the transformation temperatures and flow channels size according to the type and diameter of the nozzle chosen.