POLYMERS IN THE EUROPEAN CABLES INDUSTRY

Developments in 2008 and future trends
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In 2008 AMI Consulting updated its highly detailed bottom-up survey on the use of polymers and compounds in the European cables industry. The new study, which is based on plant-by-plant interviews cross checked against supplier data, is entitled:

POLYMERS IN THE EUROPEAN CABLE INDUSTRY
Developments in 2008 and future trends

In 2008 1.5 million tonnes of polymers and compounds were consumed in cable insulation and jacketing in the European Union. Despite healthy profits in 2007 and the first three quarters of 2008, European cable extruders are now facing a period of decreasing margins and challenging market conditions. New technological development, improved cable performance, health and safety and environmental concerns are all affecting industry structure and market demand. The report focuses on demand for a variety of polymers in the market while assessing the strategic and structural changes that are re-shaping the cables industry.

It is vital for companies involved in the wire and cable industry to understand the trends influencing market development and structure. An appreciation of how the market will evolve is vital not only in sales and marketing plans but also when considering investment in new processing equipment, particularly in the new financial climate in 2008/2009. Among the questions the study will answer are:

- Which polymers and compounds will increase their penetration of the market and why?
- Which will lose share and why?
- What new cable products, polymers and compounds are being developed to meet market needs?
- How is the evolution of the cable market developing on a European and on an individual country basis?
- What will the effect of changes to standards and specifications be in terms of raw materials used?
- How will demand for flame retardant materials affect market development?
- How should suppliers position themselves to fully exploit market development?
- Where will PVC formulations fit in the future market?
The answers to these questions are of relevance to:

- Wire and cable manufacturers
- Polymer producers
- PVC compounders
- Polyolefin compounders
- Machinery suppliers
- Additive suppliers
- Masterbatch companies

...many of whom have recently added to their cable product ranges.

AMI Consulting has published this 5th edition of its popular European multi-client study in 2008 to provide subscribers with the information they need to make coherent and intelligent decisions in the cables industry.

The service will provide both a hard copy report on the current and future status of the European cables market and a customised consulting service for each subscriber to analyse and develop their position in this evolving market.
STUDY OBJECTIVES

The main objective of this study will be to provide senior managers at subscribing companies with a strategic tool with which to understand and profit from the changes occurring in the market for polymers in the European cables industry.

The report will cover demand from utilities and industrial customers in the following end use market segments:

- Power cable
  - Low Voltage
  - Medium Voltage
  - High Voltage
- Power
  - insulation
  - semi conductive
  - jacketing
- Telecommunications
- Automotive
- Mining
- Other Cables
- Telecommunications
  - insulating
  - jacketing

With polymer demand segmented in each category according to the following material types:

- PVC
- Conventional Low Density Polyethylene
- Cellular Polyethylene
- Linear Low Density Polyethylene
- Cross Linked Polyethylene
- HD/MD Polyethylene
- LSF0H compounds
- Polypropylene
- Thermoplastic elastomers
- Rubbers
- Other polymeric materials, including EVA
- Fluoropolymers

As well as a comprehensive analysis of market development in each country, questions to be specifically answered by the research programme include:

- What is the current and future size of each market expressed in terms of tonnes of each polymer consumed?
- Who are the main suppliers to the market in 2008 and what are their market shares?
• What are the trends concerning in-house compounding and cross linking, and how will these trends affect the market?
• How are environmental, health and safety and recycling concerns affecting demand?

The study will also:

• Analyse company strategies within each industry sector and discuss recent corporate changes within Europe in terms of company mergers and acquisitions and the increasing involvement of private equity firms in the industry.

• Analyse the substitution trends among polymeric materials. How will the balance of PVC/polyethylene/elastomer demand be affected by cost, environmental and technical considerations?

• Assess why particular material types are used and highlight the influence of technical factors and local/European Union/international construction standards on choice of polymer.

However, in a study of this nature the position of each subscriber and their objectives can be radically different. Therefore this syndicated study will aim to not only supply a hard copy report, but will also include up to 1 day’s consulting time for one member of AMI staff to meet with each individual subscriber to discuss the report’s contents and stimulate thoughts and ideas on how they can use it to cut costs and add value to their business.


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SCALE OF THE INVESTIGATION

This study is based on the following terms and conventions:

The Study Service
The study is part of an ongoing service. In addition to three copies of the report, clients are entitled to a day of an AMI consultant’s time to discuss the cable and related plastics markets at no additional charge.

Reporting Basis
The study provides data on the following years:

Past: 2000, 2004
Present: 2008
Future: 2012

Geographic scope is the 27 countries of the European Union + Norway, Switzerland and Iceland.

SCHEDULE

Fieldwork on the report, which involved personally interviewing several contacts at each of +370 individual cable extrusion plants in Europe in their own language, was carried out throughout 2008, with the completed study published in October 2008.
**CHARGES**

The post publication study charges are indicated in the table below. Please note that it is possible to buy this study in individual sections:

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The full fee includes three copies of the study and a review meeting to discuss the report’s contents. The main tables and data within the report are also available on CD and will be created in one of the following Microsoft® software packages:

- Excel
- Word.

Review meetings and discussions will be held at AMI’s offices. Arrangements at other locations will incur travelling costs to be invoiced separately.
ANONYMITY, CONFIDENTIALITY, LIMITATIONS OF LIABILITY AND MISCELLANEOUS TERMS AND CONDITIONS

AMI Consulting will not reveal the identity of the subscribers to the study. All information provided by subscribers to AMI will be held in confidence.

Unless otherwise agreed, all contracts will be subject to English law and disputes settled in England.

AMI Consulting’s liabilities will be limited to the project fees.

QUALIFICATIONS AND EXPERIENCE

AMI Consulting is a division of Applied Market Information, an international marketing and business consulting firm exclusively focused on the plastics and associated industries. The company has extensive experience in the thermoplastic masterbatch and compounding industries specifically, and in completing market research and business development projects in the plastics industry in general. Founded in 1986, AMI Consulting has helped numerous chemical industry suppliers make better business decisions through improved business information.

The research team for this study is headed by:

Kerry Satterthwaite, Senior Research Editor, AMI Consulting
Andrew Reynolds, Research Director, AMI Consulting

Detailed profiles of these personnel, who will be backed up by AMI’s team of multilingual researchers, may be found in the attached appendix.

A list of relevant projects completed recently by AMI Consulting appears on the following page.
PROJECTS RECENTLY COMPLETED BY AMI CONSULTANTS

Proprietary

EVA markets in the European Wire and Cable Industry
The market for fluoropolymers in the European Wire and Cable Industry
Sale of a major XLPE/LSF0H compounding – commercial and technical due diligence
Thermoplastic Elastomers in the European Wire and Cable Industry
An analysis of selected global cable markets
Detailed analysis of flame retardant additive markets
The use of masterbatch in cable applications
NAFTA market for selected cables compounds

Multi client studies

Polymer Usage in the West European Cables Industry – four previous editions
Polymer Usage in the Central European Cables Industry – one previous edition
European Polyethylene Market Surveys
PVC Compounders

Annual Conferences

Cables – this conference now in its 9th consecutive year
Masterbatch
Performance Additives
Cross Linking Polyolefins
New Polyolefins
Thermoplastic Concentrates
Polymers in Cables – new North American conference for 2009

Regular AMI Publications

Top 50 PVC Compounders in Europe
Top 50 Technical Compounders in Europe
The cable extrusion industry in Europe
I wish to subscribe to “POLYMERS IN THE EU CABLES INDUSTRY - Raw material developments and future trends” at the post-publication price, EUR 15,000

(I agree that the circulation of the report will be restricted to this company and subsidiaries in which its holding is more than 51 percent).  

I also wish to order additional copies at EUR 150/copy.

I do not wish to subscribe to this report but please keep me updated about AMI Consulting’s research activities in the thermoplastics industry.

AMI Consulting will invoice for 50% of the professional fees at the start of the project, and 50% at the completion. Invoices to be paid within 30 days.

If you accept this proposal, please sign below and return it to AMI Consulting. This will serve as a binding agreement.

Sincerely

AMI Consulting.

ACCEPTED BY:

Signature: 

Name: 

Title: 

Company name: 

Address: 

Email: 

Tel: 

Date:
RESUMES OF KEY PERSONNEL

RESUME OF KERRY SATTERTHWAITE

Summary
21 years’ experience in the international metals, chemicals and polymers industries.

Functional Experience
• Market research
• Market analysis
• Acquisition targeting
• Strategic Development

Relevant Market Experience
• European plastics industry
• Analysis of PVC applications in the construction industry
• Inter-material and inter-process competition
• Flame retardant market analysis

Employment History
Applied Market Information Ltd, Bristol, UK, April 2001 to present
Senior Research Editor

Senior Consultant
Wrote and researched single and multiclient studies on international metals, minerals and chemicals markets.

Education
King’s College, London University, UK (1984-1987)
BSc Hons Chemistry
Liverpool University, Liverpool, UK (1990)
PG Dip. Pollution Chemistry

Presentations
Regular speaker at international plastics and wire and cable conferences
RESUME OF ANDREW REYNOLDS

Summary
More than 30 years’ experience in the European plastics industry as a consultant and advisor.

Functional Experience
Market research
Acquisition analysis

Commercial development

Market Experience
Thermoplastic masterbatches
Specialty chemicals

Thermoplastic compounds
Commodity chemicals

Other plastics
Plastics additives

Employment History
Applied Market Information Ltd., Bristol, UK, 1986 to present

Research Director and Founder. Founding Director of the leading European consulting firm dedicated to serving the plastics industry. Provides market research, acquisition analysis, product development and strategic planning.

BIS Marketing Research Ltd., Thornbury, UK, 1983-1986

Senior Researcher. Consultants to European plastics and packaging industries. Managed and conducted proprietary and multiclient studies on compounds and masterbatches.

Parpinelli Tecnoc, Milan, Italy, 1980-1983

Plastics Coordinator. Leading international firm providing marketing information and intelligence to the world petrochemical and plastics industries. Managed multi-client and proprietary studies on plastics.


Trade association representing UK plastics industry.

Education
SHEFFIELD UNIVERSITY
Honours Degree, 1978

Professional Associations
European Chemical Marketing Research Association (ECMRA)
Chemical Marketing Research Association (USA)

Papers and Presentations
Regular speaker at international plastics conferences.