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## Ceramicx takes innovations to the East for China's machinery builders

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Patrick Wilson is heading up Ceramicx' fifth visit to Chinaplas

Specialists in infrared heat technology for thermoforming equipment, Ceramicx, are heading to the East with its latest product innovations for China's machinery builders.

The company, based in County Cork, Ireland, has a history of exporting into the Asian market and this year is premiering the 'Ceramicx SFEH-LN' a product it has developed specifically for manufacturers in the region.

"We travel to this year's Chinaplas show in great heart and with some exciting new products to bring to the industry there," explained Patrick Wilson, Ceramicx Production Manager and representative at Chinaplas.

"Machinery builders in China have lately shown a particular appetite for our Square Flat Hollow IR heating (SFEH) elements. We have accordingly recognised that demand and created a new ceramic heating element for that part of the plastics industry there."

Wilson said the company's helpers and distributors on the ground have found that there is an increased demand for this type of product within Chinese thermoforming machine build.

"We have accordingly designed and made the SFEH-LN in 2 wattages, 400W and 650W with ring terminals. The ceramic-based component will give our customers significant cost savings in overall thermoforming machine-build and will lose them nothing in machine performance and capability," he explained.

Patrick adds that 'we are looking forward immensely to this product launch and to our 5<sup>th</sup> Chinaplas exhibition.

The 2016 edition of the show is the fifth time Ceramicx have exhibited at Chinaplas. This year the company is based on the UK pavilion, along with the British Plastics Federation and other UK companies.

"Together with our partners GSAE, we are anticipating a lively show with much interest from thermoforming machinery builders. We expect to grow more in China in the coming year, and look forward to meeting all kinds of customer interest from the Chinese plastics industry," Wilson concluded.

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