

Rogers Corporation Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

<https://marketpublishers.com/r/R07CAED1E68BEN.html>

Date: May 2025

Pages: 50

Price: US\$ 499.00 (Single User License)

ID: R07CAED1E68BEN

Abstracts

Rogers Corporation Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Rogers Corporation and its competitors. This provides our Clients with a clear understanding of Rogers Corporation position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about Rogers Corporation that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Rogers Corporation. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Rogers Corporation financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Rogers Corporation competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Rogers Corporation business.

About Rogers Corporation

Rogers Corporation supplies a range of specialty materials and components for the portable communications, communications infrastructure, consumer electronics, mass transit, automotive, aerospace and defense, and sustainable energy markets.

Segments and Products

The company operates in four segments, including Printed Circuit Materials; High Performance Foams; Custom Electrical Components; and Other Polymer Products.

Printed Circuit Materials

The Printed Circuit Materials Segment includes printed circuit board laminates for high frequency and high performance applications. Printed Circuit Materials are sold principally to independent and captive printed circuit board manufacturers who convert its laminates to custom printed circuits.

The polymer-based dielectric layers of the company's rigid circuit board laminates are proprietary materials that provide specialized electrical and mechanical properties. Trade names for its rigid printed circuit board materials include RO3000, RO4000,

DUROID, RT/duroid, ULTRALAM, RO2800 and TMM laminates. These laminates are used for making circuitry that receive, transmit, and process high frequency communications signals, yet each laminate has varying properties that address specific needs and applications within the communications market. High frequency circuits are used in the equipment and devices that comprise wireless communications systems, including cellular communications, digital cellular communications, paging, direct broadcast television, global positioning, mobile radio communications, and radar.

The company's 50% owned joint venture with Mitsui Chemicals, Inc. of Japan, Polyimide Laminate Systems, LLC (PLS), extends and complements its Printed Circuit Materials business. It was established to sell adhesiveless flexible circuit material products to Hutchinson Technology Incorporated (HTI). HTI uses these materials to make trace suspension assemblies in magneto resistive hard disk drives.

High Performance Foams

The High Performance Foams Segment includes urethane and silicone foams products. High Performance Foams are sold to fabricators, distributors and original equipment manufacturers for applications in consumer electronics, mass transit, aerospace and defense and other markets. Trade names for its High Performance Foams include: PORON urethane foams used for making gaskets and seals in vehicles, portable communications devices, computers and peripherals; PORON cushion insole materials for footwear and related products; PORON healthcare and medical materials for body cushioning and orthotic appliances; and R/bak compressible printing plate backing and mounting products for cushioning flexographic plates for printing on packaging materials; BISCO silicone foams used for making flame retardant gaskets and seals in communications infrastructure equipment, aircraft, trains, cars and trucks, and for shielding extreme temperature or flame.

In 2009, the company acquired certain assets of MTI Global Inc.'s silicones business. MTI Global Inc. had established a solid presence as a solutions provider in various key markets that it is targeting for mass transit and other markets.

Two of its joint ventures extend and complement its worldwide business in High Performance Foams. Rogers INOAC Corporation (RIC), a joint venture with Japan-based INOAC Corporation, manufactures PORON urethane foam materials in Mie and Nagoya, Japan to predominantly service the Japanese market. It also formed another joint venture in Suzhou, China, Rogers INOAC Suzhou Corporation (RIS), which also manufactures polyurethane foam materials primarily for the Chinese market.

Custom Electrical Components

The Custom Electrical Components Segment includes power distribution components and electroluminescent lamps and inverters. The company manufactures power distribution components in Ghent, Belgium and Suzhou, China, under the RO-LINX trade name. The company sells these RO-LINX products to manufacturers of high power electrical inverter and converter systems for use in mass transit (high speed trains) and renewable energy generation (wind turbines). In the industrial applications area, the company's RO-LINX products are utilized in various Variable Frequency Drives for high to mid power applications. The company manufactures DUREL electroluminescent lamps (EL lamps) in Chandler, Arizona and Suzhou, China and also designs and sells inverters that power the EL lamps. EL lamps and inverters are sold primarily to OEMs and fabricators that in turn sell to various other third parties that primarily serve the portable communication and automotive markets.

Other Polymer Products

The Other Polymer Products Segment includes elastomer components, nonwoven composite materials, thermal management products, and resale activity related to flexible circuit material products. Elastomer components are sold to original equipment manufacturers for applications in ground transportation, office equipment, consumer and other markets. Trade names for the its elastomer components include NITROPHYL floats for level sensing in fuel tanks, motors, and storage tanks; and ENDUR elastomer rollers and belts for document handling in copiers, printers, mail sorting machines and automated teller machines. The company's nonwoven composite materials are manufactured for medical padding, industrial pre-filtration applications, and as consumable supplies in the lithographic printing industry.

The company's thermal management business was targeted at serving markets where thermal heat management is a priority, such as heat dissipation in electronic devices.

Sales and Marketing

The company's products are primarily sold through direct sales channels positioned near major concentrations of its customers throughout the Americas, Europe, and Asia. Its products were sold to approximately 2,600 customers worldwide in 2009.

History

Rogers Corporation was founded in 1832.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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