

ROTOCON Crackingnews

Cracking a successful Labelexpo formula



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TAKING stock of Labelexpo participation in terms of commercial results, an elated Michael Aengenvoort, founder of Rotocon, remarks: 'We closed a large number of deals, our most successful sales result ever at Labelexpo. This success has been aided by the expansion of our Ecoline brand of finishing equipment into the European and North American markets under the RotoControl banner, to support local sales and service levels.'

Visitors to RotoControl's stand could view live demonstrations of the Ecoline RDF-340, a fully customisable digital label converting and finishing system and the RSH-340 labels inspection and slitting system, as well as a static display of the RSI-340 slitting, inspection and rewinder system.

In one of the ten deals signed during the show, Centurion's Elite Labels became the latest owner of an Ecoline RDS 340 die-cutting and inspection system. Citing enhanced production capacity of blank labels as the driver for this investment, Rakesh Kalyan, MD of Elite Labels, explains the choice: 'We selected the RDS 340 based on the high-quality samples we've seen, and the fact that the



François de Beer (RotoControl) and Michael Aengenvoort (Rotocon) with Devlin and Wade Brodowicz of Pinetown-based Blue Print Labelling. The brothers recently invested in a Rotocon Ecoline RSD 330 die-cutting/inspection machine to enhance production capacity. The machine has a similar interface to the company's Ecoline RSI 330 slitting, inspection and rewinder system.



Rotocon's Michael Aengenvoort with the happy new owner of an Ecoline RDS 340 die-cutting/inspection system Elite Labels' Rakesh Kalyan. It is the sixth model sold into the local label converting market.

semi-automatic turret rewinder helps speed up production times – enabling our team to focus on meeting customers' expectations in terms of both quality and timely delivery.'

Says Rotocon's Michael Aengenvoort: 'We've been supplying the team at Elite Labels for many years and have built up an excellent partnership, particularly providing service and training that allows them to implement high-end technology. We're honoured to be their supplier of choice, as reflected by this order taken at Labelexpo.'

Michael also reports that RotoControl's DT Hybrid system – which offers printers advanced options in combining digital and flexo print, UV LED curing, and label embellishments – garnered a lot of attention from visitors.

The hybrid system, which was first introduced in May, consists of a fully-integrated RotoControl DT-340 finishing line and Screen Truepress Jet L350UV+ series. The system's features include an entire open and accessible web path with independent electrical control cabinets; conveniently placed foot pedals for complete web transport; 60m/min printing speed across a wide range of substrates; Screen's expertise in variable data printing; standard and low-migration inks with reproduction of a wide CMYK colour



gamut plus white, orange and blue ink; 100% servo control from Bosch Rexroth; remote diagnostics and 24/7 global support from certified technicians.

An example configuration of the DT Hybrid system is an unwind unit, corona treater, web cleaner, first flexo station with UV drier, the UV inkjet label press, second flexo station with UV drier, UV lamination or cold foil, full/semi-rotary combination die station with matrix stripping, and rewind station.

Rotocon technician, William White (right), explaining the finer details of the DT Hybrid system to O'Neil Williams and Costantine Mutzuris of LabelCo (Harare, Zimbabwe). The system integrates RotoControl's DT-340 finishing line and Screen's Truepress Jet L350UV+ series platforms – combining the advantages of flexo and digital label printing and finishing technologies.

Remaining competitive with digital printing

Durban-based Avvo Labels has invested in a Screen Truepress Jet L350UV+ and a Rotocon Ecoline RDF 330 digital label converting and finishing system, both purchased through Rotocon, to keep abreast of the market's ever-changing needs.

'We didn't want to get left behind, which can happen so easily because technology changes so rapidly,' says GM, Ronnie Rampirith. 'It was also important for the company to continue growing, increase capacity, expand its portfolio, and broaden its offering to customers so that it retains market competitiveness.'

The digital press offers a production speed of 60m/min and its printheads provide smooth reproduction of halftone images, while colour blending allows subtle tones and photorealistic quality.

According to Ronnie, digital printing enables Avvo Labels to provide its customers with highly-customisable and excellent quality products in quick turnaround times.

Ronnie adds that because the artwork is such an important aspect, Avvo Labels has employed a DTP operator to assist customers. 'By doing it in-house, we make it more convenient for customers and ensure that the quality of artwork adheres to our exacting standards.'

To further enhance digital label quality and productivity, Avvo Labels also invested in a Rotocon Ecoline RDF-330 finishing machine.

The finishing machine features a full-rotary flexo print unit, an unwind/rewind unit, a cold foil and lamination/delamination module, and a die-cutting station that can be used in semi- or full-rotary mode.

The RDF-330 is also very flexible because of the numerous optional add-ons.

Commissioning and training for both machines took place in June. Rotocon's Michael Aengenvoort explains that a dedicated WhatsApp group created for this process helps to ensure that everything runs smoothly and that questions are answered timeously.

Machine operator, Basil Odjar, commends the Screen Truepress Jet L350UV+ technology's user-friendly features, flexible solutions and vivid colours. 'After 27 years' experience in the industry, it's exciting to use a press that is so flexible, retains its quality consistently, and completes jobs quickly.'



Basil Odjar (Avvo Labels) and Pascal Aengenvoort (Rotocon) with the Screen Truepress Jet L350UV+ digital press, purchased through Rotocon.