

WineLand

OCTOBER 2020



Rotocon

RELIABLE AND
RESOURCEFUL

Get wine tourism basics right

Experts are imploring South African wineries to get the basics right and gain loyal followers for life after Covid-19 restrictions.

Nuwe wyn se sukses geen grap nie

'n Vennootskap tussen 'n wynmaker en komediant klink dalk onwaarskynlik, maar dit het tydens die inperking vrugte afgewerp.

Lesse van 'n veerkragtige bedryf

Die wynbedryf kan gerus by die bierbedryf kers opsteek oor hoe om vooruitgang te maak in die hedendaagse mark.



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Reliable and Resourceful

– CORNERSTONES OF ROTOCON'S OPERATION

FRONT COVER ARTICLE

IT'S WIDELY RECOGNISED THROUGHOUT THE SOUTH AFRICAN LABEL PRINTING INDUSTRY THAT ROTOCON – A COMPANY KNOWN FOR OFFERING THE PERFECT COMBINATION OF STATE-OF-THE-ART MACHINERY AND TOP-CLASS SERVICE – PUTS CLIENTS AT THE HEART OF EVERYTHING THEY DO.

BY ANTON PRETORIUS



Marco Aengenvoort (MD of Rotocontrol), Pascal, Patrick and Michael Aengenvoort.

THE PEOPLE BEHIND THE BRAND

Established in 2008, Rotocon is a family-owned business led by German-born Michael Aengenvoort and his sons, Pascal and Patrick. Collectively, the trio has 65 years of hands-on experience and intimate knowledge of label printing and finishing machines, accessories and consumables.

Now with 12 years of experience, product knowledge and an extensive installed customer base, Rotocon has proven to be a reliable provider of high-quality printing equipment to the South African narrow web industry.

Because of its well-established installation base in the local market, Rotocon has formed long-lasting digital printing partnerships with several key label printing companies in the Western Cape. These companies have recognised the valuable contribution Rotocon has made to the label printing sector of South Africa.

Having maintained a strong relationship with the Rotocon team over a number of years, Henk Crous, owner of Sign & Seal Labels, has no hesitation in turning to Rotocon for reliable and quality

printing equipment. "Besides offering impeccable service and a sound business philosophy, I appreciate the owner's honesty and openness during our dealings."

"Rotocon is definitely not a fly-by-night company," says Arrie van Wyk, operations manager at Lebone Paarl Labels. "They look for solutions where both parties can benefit. They offer fantastic service and there's a very strong focus on building relationships for the long-term. In a time when everyone's feeling the pinch, we have peace of mind that our printing suppliers are people we can rely on."

"We've had nothing but phenomenal service from Rotocon," says Neil Moorhouse, managing director at Label Mountain. "Pascal and his staff are wonderful to work with, and offer superior service and efficiency." Label Mountain recently invested in a single-colour flexo press. "It's a real quality machine, but even though we experienced a rare hiccup, the after-sales service was simply extraordinary."

"Rotocon has always been responsive and flexible to our needs," says Henk. "There's a high standard. Not only do they offer the best in terms of technology, they also offer fantastic technical and aftersales services. Even with complicated parts like the high-quality flexible dies from WINK, Rotocon ensures that parts are delivered within two to three working days from Germany. You don't get that kind of service locally."

"The company has a reputation for balancing value-for-money machine reliability and quality," says Marius Sullwald, CEO of Coastal Labels. "In this age of uncertainty, suppliers with a strong, solid reputation that can offer client's undivided support are well sought after. Loyalty and support are important characteristics when the going gets tough, and it's something that personifies Rotocon."

Rotocon offer its clients customised full-service package anchored on exceptional consultation and after-sales support. "The industry-leading brands we represent provide a range of printing and finishing options to printers and converters and enables us to build long-term partnerships," says Patrick.

EXCEPTIONAL ECOLINE

To satisfy the technology investment needs of smaller-scale labelling operations, Rotocon started developing its Ecoline range of finishing equipment in 2013. The brand was officially launched in 2017.

Augmenting its fleet of world-class flexographic presses, Rotocon's Screen Truepress Jet L350UV and Ecoline RDF-330 digital printed label converting and finishing system have popped up at several established printing businesses across the Western Cape.

Marius says the Truepress Jet digital press is already bringing unrivalled levels of functionality and productivity to his operation. "It's providing a tremendous boost to our competitive edge in the market for self-adhesive wine labels, and has considerably expanded the range of labels we can print."

The specialised inkjet-head technology embodied in the Screen Truepress ensures both outstanding quality and throughput. This ultra-reliable digital label press also delivers flexibility, a swift return on investment and provides low-cost of ownership. Printing at speeds of up to 60 meters per minute on a 350 mm web, the Truepress Jet L350UV is ideal for short runs and faster turnaround times.

Adding to this leading-edge digital printing capability is the Rotocon Ecoline RDF-330 converting and finishing machine. It features an unwind/rewind unit (with a 76 mm-spindle), a web guide unit, a UV drying system, and a die-cutting unit that's switchable between full- and semi-rotary mode.



Ecoline RDS 340 Di-cutting and inspection system.

RHINO ON THE CHARGE!

The main purpose of a label is to attract the consumer's attention to persuade him or her to buy as well as to provide certain security features.

Pantec's range of hot foiling systems are supplied exclusively in South Africa by Rotocon. This provides you, the label or packaging printer, with efficient decoration equipment which allows you to produce highly-attractive labels for your clients so they can differentiate their brands on the shelf.

"The decision for the right decorative technology is quite a complex one," says Pascal. He says most of their customers has highly demanding decoration requirements such as outstanding embossing registration precision and special substrates.

The Swiss-manufactured Pantec GS Systems AG provides time-saving solutions for sophisticated embellishment. Its dedicated equipment for rotary and flatbed hot foil stamping and embossing provides high speed image placement and powerful foil saving, designed to provide outstanding high-quality foil designs efficiently.

The Rhino series is a diversified machine portfolio offering embellishment solutions for different order sizes from short to large runs. The machines can operate in a press or as a separate finishing machine. Rotocon has the experience to integrate this equipment into your production environment.

Combining the efficiency and versatility of flatbed technology, the Pantec Rhino series

gives you the opportunity to offer outstanding labels for high-quality consumer goods at low additional cost.

Pantec's Rhino series provide perfect embossing results on uncoated, structured papers because of high stamping pressure and zero-tolerance foil embossing. "It's crisp, high embossing that lasts with longer dwell time, lower temperature, and high brilliance," says Pascal. ♦



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