



EXCELLENCE IN EXTRUSION

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PRESS RELEASE

FOR RELEASE ON

12th December, 2011

THE BUZZ HAS BEGUN,

What's nEXt

TO EXPECT FROM RAJOO AT
PLASTINDIA 2012!

Plastindia 2012 is just weeks away, with Rajoo it is expected that technology, innovation, convenience and value proposition would clearly reflect in its launches!

It is more than just a mere ritual. The industry waits with bated breath to see what Rajoo would unveil at every Plastindia. The history speaks for itself. Each edition of Plastindia has witnessed it, to mention a few. Plastindia 2003 saw India's highest output indigenous 3 layer blown film line and highest capacity downward extrusion PP blown film line. Plastindia 2006 took Indian

manufacturing to newer heights with the release of Asia's first fully loaded 7 layer blown film line, Plastindia 2009 with the launch of Asia's first 3 layer rPET sheet line, 3 axis servo thermoformer and fully loaded high output 3 layer blown film line further reinforced Rajoo's global name in the field of quality extrusion. The buzz is evident with **What's nEXt** at Plastindia 2012! It is expected though that technology, innovation and convenience would reflect in the launches!

The fast growing polymers and packaging industry results in the formation of niches which come with specific and high performance requirements; the blown film lines are no different. With world as the market place, would high-end machines incorporating state-of-the-art technology with global acclaim ever be available at Indian prices? **Maybe the nEXt at Rajoo!**

New polymers, newer materials, newer machines for low cost trial runs, prototype development ...who knows? The challenges are enormous for the raw material producer, process development laboratory to ensure process or application development on one side with a production like feel on the other. Estimates and guesstimates should surely be a thing of the past, quite surely so, the industry deserves this convenience. **Maybe the nEXt at Rajoo!**

New application segments warrant new and innovative solutions that are reliable and cost-effective. Customers in the business of irrigation; plumbing; soil, waste & rain water drainage; drain, waste and vent are very demanding and are today looking for newer and energy-efficient technologies and products, available world-wide, at Indian prices. To grab a pie of this growing market, the processors need to be empowered with the right tools to meet this requirement. **Maybe the nEXt at Rajoo!**

With thermoforming now being an integral part of Rajoo, thermoformers would definitely look forward to a technology leader as Rajoo to address issues relating to increased productivity of their machines, need for improving the levels of hygiene in product handling as well as look to increase the level of automation so as to reduce the component of labour in overall operations. **Maybe the nEXt at Rajoo!**

The extrusion industry would witness unparalleled gains as with every Plastindia, the Rajoo launches would only up the ante of performance, quality, convenience and the un-mistakable 'Rajoo Value Proposition'. With this, the industry would only hope that Plastindia happens quicker than once in 3 years! **What's nEXt!!**

About Rajoo

Based in Rajkot, Rajoo Engineers Limited, having made a modest beginning in 1986, has today emerged as an undisputed global player in blown film and sheet extrusion lines. Owing to its focused efforts in blown film and sheet extrusion lines, the Company enjoys premium market position in this segment. Being a technology driven Company, product innovations, world-class quality, state-of-the-art workmanship, increased energy efficiency, and high levels of sophistication and automation have become the hallmark of Rajoo products during all these years, positioning the Company's products on a global platform, competing with the established world leaders. With representations in many countries of the world and customers in over 53 countries, the Company's exports have multiplied after its debut in the international market in 1990. (www.rajoo.com)