

India's blown film expertise reaches across continents

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The high quality of the 5-layer blown film line running the duration of K 2013 was a show highlight that every day drew crowds of visitors and kept a large team from Rajoo Engineers busy answering questions and handling what the company describes as an «unprecedented» level of interest. «Our efforts were lauded, our products appreciated and our approach well understood», says Khusboo Doshi, Executive Director at Rajoo Engineers, summing up an event hailed to be a fitting finale for an overall successful 2013 for the company. «Judging from expressions of surprise and awe, I'm certain that visitors to the Rajoo stand took away much more than they expected», adds Doshi, daughter of Rajoo Group's founder Chandrakant N. Doshi. «Our barrier film output rates and quality, the machine workmanship and stand aesthetics, caused many visitors to wonder whether Rajoo was a European company. We took this as a compliment and recognition par excellence of our status in the world market.»

The wide product range, Rajoo's superiority and perceived leadership status in the Indian market had the desired impact on K show's worldwide audience. Rajoo blown film lines are divided into three broad categories of solutions, namely Economical, Balanced and Advanced, which aim to «meet every processor's requirement, coupled with the luxury of choice». The intensity of interest in doing busi-

ness with Rajoo was thanks in part to being the only company at K 2013 producing, Nylon-based barrier films, an accomplishment not witnessed at any international platform for more than a decade.

President at Rajoo Engineers Sunil Jain says: «Our market position as a one-stop solution provider turned out to be a processor's delight. We heard repeatedly that this approach would well address their current concerns. Another worry seemed to be the high prices of European machines coupled with the appreciation of the Euro with respect to domestic currencies.»

Rajoo sold the machine showcased at K 2013, an advanced 5-layer machine with a maximum lay-flat width of 1500 mm (59"), to Nylopack from the Republic of South Africa. Nylopack Director Peter Rousouw states: «We are really happy with the machine we bought from the K show stand and Rajoo will remain as a preferred supplier to Nylopack for future expansions.»

In response, Sunil Jain says: «For Rajoo, it is a matter of honour to be supplying our line to a company as eminent as Nylopack and more so from the prestigious K event which offers so many choices to processors.» Looking ahead, Rajoo expects its K 2016 showcase to be bigger still – testimony to the strengthening impact made by the company at K shows since 2001 and, in the eyes of today's workforce, a special tribute to Rajoo's mentor and founder Chandrakant N. Doshi.

History

Based in western India in Rajkot, Rajoo Engineers Limited began modestly in 1986 and exports multiplied after its debut in the international market in 1990, since then it has emerged as a global player in blown film and sheet extrusion lines with a premium market position in those core segments. Technology innovations, adaptation, world-class quality, state-of-the-art workmanship, energy-efficient systems and high levels of sophistication and automation: these qualities have become the hallmark of Rajoo products over the years. Rajoo is now represented in many countries of the world and has customers in more than 56 countries.

German Representative

With the significant momentum gained at K 2013, Rajoo expects to reap maximum advantage from aligning itself with German representative Maschinenbau Heilsbronn. Being one of very few small-sized manufacturers in the German extruder machinery segment, the company is said to offer to the European market an optimal and highly efficient range of machinery for blown film and sheet lines. Through a strategic partnership with its Indian partner, spare parts and services for Rajoo machines will be provided by local sales and service centres in Germany.

Maschinenbau Heilsbronn Managing Director Matthias Boyke tells PackagingFilms: «From experience and from talking with customers, we have learnt that machine and equipment concepts depend greatly on the user's industry, and that new investments are often calculated for a return of capital in no more than four years. The upshot is that the

Left: Rajoo K 2013 show stand is inaugurated by (left to right) R. N. Doshi (Chairman of Rajoo); Peter Krieg (President of Hosokawa Alpine); Holger Niemeier (Technical Director, Hosokawa Alpine), Utsav Doshi (Strategic Business Unit Head of Rajoo).

Right: Team Rajoo with (left to right) Utsav K Doshi, (SBU Head of Rajoo); Sunil Jain (President); Khusboo Chandrakant Doshi (Executive Director); R. N. Doshi, (Chairman and Managing Director); Theo Du Toit (Director of Nylopack); Jinesh Shah (AGM Sales of Rajoo); Gerhart Mischinger (Rajoo's representative in South Africa).





Inside the K 2013 stand of Rajoo Engineers Limited.



Team Rajoo pays tribute to C. N. Doshi, company mentor and founder.

market has become increasingly concentrated over the past ten years. Small and medium-sized production operations are largely working with outdated machinery, which may be able to satisfy the modern demands on quality and throughput, but not those on energy efficiency, in particular. As a result of this and other market trends, the number of market players continues to dwindle, especially among the small to medium-sized firms. Medium to giant German or European production operations have stepped in to fill the gap in part with trade imports, that is to say, ready-made goods.«

He continues: »We have recognised that packaging materials can only be replaced by imports to a limited extent, and that large companies in particular lack the flexibility and the will to sell small batches and special products. To close the market gap for necessary line machinery, Maschinenbau Heilsbronn offers an optimal and highly efficient range for blown and flat film under the Extrudite brand.«

Matthias Boyke adds: »Low acquisition costs for modern machine technology and a full

range of services gives our customers a high degree of flexibility thanks to cash-conserving investments, low operating and maintenance costs and high machine availability. This is why we chose to collaborate with our partner Rajoo Engineers to develop for and sell to this very market. We sell these systems exclusively in the German-speaking region and Extrudite sells them throughout the rest of Europe.«

Maschinenbau Heilsbronn is a subsidiary of Boyke Wear Technology GmbH, of Lindlar/D, a specialist in refurbished and new screws and barrels, corrosion protection, and optimisation of production processes. An already-complete service offered by Boyke Wear Technology and Maschinenbau Heilsbronn, newly expanded by Rajoo, now gives budget-conscious customers the luxury of choice and opens doors into Europe for world-class Indian engineering prowess.

→ www.rajoo.com
→ www.maschinenbau-heilsbronn.de

Rajoo Engineering's »cutting-edge« 5-layer machine with a maximum lay-flat width of 1500 mm (59") displayed and sold at K 2013.



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