



## Rajoo set to create immersive experience for visitors

Plastics extrusion machinery specialist, Rajoo Engineers, will once again travel from India to Düsseldorf to take part in K2022, a very important marketing event for the company, managing director Khushboo Chandrakant Doshi emphasises.

The themes of K2022 – sustainability, circular economy and closing the loop – struck a strong chord with the company, with Khushboo maintaining that it isn't just about fixing environmental wrongs but about opportunities and positive affects across industries, sectors and lives by offering appropriate technology to manufacture new packaging materials that are easily recycled. 'That is why Rajoo's motto is just that – "appropriate technology",' she states.

This aphorism was well demonstrated during an Open House held in Rajkot, Gujarat on September 9, by the latest addition to Rajoo's portfolio. The occasion was the unveiling of its versatile new generation five-layer blown film line, the Pentafoil - POD incorporating reLEX 4.0 extruders to deliver increased output of 27%.

Features include CSD 3.0 with a 550mm die to produce an output of 720kg/hr, and fully-automatic Flexiwind 3.0 surface-centre-cap winder to deliver a maximum line speed of 150m/min. The 150 processors present at the launch learnt that the Pentafoil - POD is Industry 4.0-compliant with remote diagnostics and support via smart glasses. Other features include thickness control by air and heat, and a flatness enhancer for flat film.

At K 2022, Rajoo will uphold its tradition of what is described as 'charismatic performance coupled with cutting-edge technology' via an immersive augmented and virtual reality experience that awaits visitors to stand D40 in hall 16.

The team is looking forward to the opportunity to renew associations with customers and network with new prospects from across the world at K 2022. 'This year is even more significant since it is the first show following the pandemic era,' Khushboo points out. 'Analysis of emerging technologies, global packaging trends and market projections, viewed against growing consumer demand for convenience and smart packaging that offers enhanced unboxing experiences, eye-catching visuals, product preservation and protection, authentication, security, and connectivity, will have produced technological advancements,' she continues. 'The exhibition promises to showcase a wide range of innovative and sustainability-focused technologies. In addition, key conferences, forum discussions and networking events add value through knowledge transfer and business partnerships.'

Gone are the days, she concludes, when the biggest consideration was the size of the exhibition stand and the number of demonstrations. 'The approach now is firmly on the visitor experience and on creating more engaging stories.'