

## PRESS RELEASE

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## THE INDIAN FLAG FLIES HIGH, RAJOO ABILITIES RECEIVE GLOBAL ACCLAIM AT K-2013

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Unprecedented response, Rajoo Engineers on a high after K-2013! With efforts lauded, products appreciated and approach well understood, visitors to the Rajoo stand took away much more than what they expected.

It all began when Peter Krieg, President, Hosokawa Alpine, Germany, the technical collaborators of Rajoo, inaugurated the stand. Visitors were in awe of the high quality of five layer blown film plant, the live production of the barrier film aided by an aggressive price approach that was unleashed at K. The large team of Rajoo manned the stand and addressed needs of the blown film industry with aplomb.

The barrier film output rates and quality, machine workmanship, stand aesthetics, very commonly drew a question from the visitors, 'Is Rajoo a European company?' ... a recognition par excellence. The wide product range and the Rajoo dominance and leadership status in the Indian market had its impact. As regards Blown Film Lines, the three broad solution categories offered – **Economical, Balanced and Advanced** met every processor's requirement, coupled with the luxury of choice.

The intensity to do business was evident when it was noticed that Rajoo was the only company at K 2013 constantly producing nylon based barrier films at the stand with its five-layer blown film line. The unique positioning of a '**One Stop Solution Provider**' turned out to be a processors' delight, as they believed that this approach would well-address their current concerns. Another aspect being high prices of European machines coupled with the appreciation of the Euro with respect to domestic currencies.

Rajoo, in its own way added another BRIC(K) to BRICS when the machine showcased at K 2013 was sold to Nylopack, Republic of South Africa. 'We are really happy with the machine which we bought from the K platform and Rajoo will remain as a preferred supplier to Nylopack for future expansions as well', says Peter Rousouw, Director, Nylopack, RSA. 'For Rajoo, it is a matter of honour to be supplying our line to a company as eminent as Nylopack and that too from the prestigious K platform which offers wide choices to processors ', elaborates Khushboo Doshi , Executive Director , Rajoo Engineers Ltd.

With a significant momentum gained at K 2013, Rajoo lost no time in aligning with a German partner M/s Maschinenbau Heilsbronn, one of the last small machine manufacturers in the German segment. This company, offers to German speaking Europe, an optimal and highly efficient range of machinery for blown film and sheet lines. With this relationship, spare parts and services for Rajoo machines will be provided by the local sales and service centres. The customer will have the advantage of an efficient 'German-speaking Service' now at an optimum price/performance ratio.

At a time when the footfall from the plastic processing industry at K 2013 was apparently lower when compared to last time, the Rajoo stand was larger with an increase in quality visitors by over 30% in a similar comparison.

The Rajoo showcase at K 2016 is expected to be much larger than this 'K', a clear signal of the impact that Rajoo Engineers made at K 2013! With the success of this prestigious show, Rajoo pays another tribute to its Mentor and Founder, Mr. Chandrakant N. Doshi.

### **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, sheet extrusion lines and thermoformers, the Company enjoys premium market position in this segment. Being a technology driven Company, product innovations, adaptation, 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.

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