

PRESS RELEASE

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**MARKET DEMANDS AND RAJOO
DELIVERS! INDO-EUROPEAN JV OF
RAJOO ENGINEERS AND MEAF
MACHINES TO ADDRESS THE
EMERGING DEMAND FOR SEMI-
FLEXIBLE PACKAGING SYSTEMS**

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(Left to Right : R N Doshi – CMD Rajoo Engineers Limited, Ardjan Houtekamer – Technical Director Meaf Machines BV, Netherlands)

With product design, state-of-the-art technology, processing know-how and critical components coming from the European partner, Rajoo would continue to focus on building quality sheet extrusion and thermoforming solutions that are yet affordable and backed with after sales services that are comparable to the best in the industry.

The learn-do-curve never ends. The sheet extrusion and thermoforming industry in India and overseas has been ably served by the Rajoo-Wonderpack solutions for years now. The constant industry interaction alongwith a comprehension of the changing needs drove Rajoo to look for a consolidated and contemporary solution to position itself as a-one-stop-solution provider as regards sheet extrusion with inline / offline thermoforming.

Such a desire formed the basis of this joint venture with MEAF Machines B.V. of Netherlands, a globally acclaimed company in the business of sheet extrusion equipment and thermoforming machinery since 1947.

Formed with equity participation from both companies, Rajoo Meaf Engineers Pvt. Ltd. would be based in Rajkot and will cater to a diverse spectrum of markets such as India and other ASEAN countries, East, West and North Africa. With product design, state-of-the-art technology, process know-how and critical components coming from the European partner, Rajoo would continue to focus on building quality solutions that are yet affordable and backed with after sales services that are comparable to the best in the industry.

'The concept of barrier packaging materials for semi-flexible containers, especially disposable containers, is yet to gain momentum in India. However, the strong global demand for semi-flexible packaging and an extremely promising future motivated us to partner with a forward looking company as Rajoo Engineers to build robust and quality solutions in India; this would significantly enhance the value proposition of every buyer in Indian and beyond', says Ardjan Houtekamer, Technical Director, Meaf Machines B V, Netherlands.

The demand for semi-flexible packaging, especially disposable containers will rise exponentially and it is the way forward for the packaging industry. Emergent organized retail, changing institutional demands, growing clamour for hygiene & spiraling costs of energy and labour have made it today a compelling necessity for every packaging company to inculcate energy efficient automation; high output sheet extrusion, inline / offline thermoforming are evident solutions.

The sheet extrusion lines continue to be plagued by energy efficiency issues, surely so with energy costs typically being over the second largest cost component in the total cost of produce. The high output Rajoo-Meaf solutions in sheet extrusion will annul all such concerns. Doubling the extrusion capacity with minimal rise in energy consumption will allow a user the commercial bandwidth he has been looking for. As an example, high outputs, ranging from 500-1500 kgs/hour can now be achieved using relatively smaller screw diameters, saving significant amount of power.

Reliable stacking solutions, independent of scarcely available labour, that are economically priced have been an industry desire.

The unique tilting-mould technology of the Rajoo-Meaf thermoforming solutions play a perfect foil to the stacking solutions; hygiene , minimal handling and high productivity are a result. The typical outputs of thermoforming machines range from 7000 cups per hour to 70.000 cups per hour!

‘A new technology always excites us. After a track record of three successful partnerships with technology leaders, this joint venture with MEAF will allow us, once again, to bring world class cutting edge technology to the shores of India. The long standing industry demand of energy efficient sheet extrusion and thermoforming with stacking that too at affordable prices is now a reality’, says – Khushboo Doshi, Director, Rajoo Engineers.

As always, the market demands and Rajoo delivers!

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 a 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. (www.rajoo.com)

About Meaf

From its beginnings in 1947, MEAF's philosophy has always been to design, develop and construct sheet extrusion and thermoforming equipment for the worldwide packaging and polymer processing industry. The phenomenal success of the MEAF range of machines comes forth out of the customer oriented, innovative and flexible approach towards complex projects in combination with a partnership approach towards a customer, supporting them in every single phase of the process, even years after the procurement of a machine.

MEAF Machines B.V. is your one-stop-shop manufacturer for sheet extrusion equipment and thermoforming for a wide variety of raw materials and plastic disposables. MEAF offers the possibility to deliver turnkey projects (including auxiliaries) and can even undertake customised, in-house retrofits of existing production lines! (www.meaf.com)