



EXCELLENCE IN EXTRUSION

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### **RAJOO ENGINEERS FORGES AHEAD; TECHNICAL COLLABORATION WITH HOSOKAWA ALPINE AG, GERMANY**

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The maxim '**Excellence in Extrusion**' continues to drive Rajoo Engineers and thus the technical collaboration with HOSOKAWA ALPINE AG of Germany – one of the most reputed companies globally in this sector – comes as no surprise.

Both companies are long-established manufacturers of blown film lines. The HOSOKAWA ALPINE lines are used around the world by customers with high quality and performance demands. The RAJOO systems cover the demands in many newly industrialised countries such as India, Africa, Gulf and parts of Latin America and have their main focus on an attractive price-performance ratio for the customers.

The markets in India and parts of Africa (Nigeria, Ghana, Kenya and Tanzania), would benefit immensely with this collaboration. It would bring the very best in blown film technology of HOSOKAWA ALPINE through one of the most trusted and respected names in the business – Rajoo Engineers at affordable price levels.

In a first step, Rajoo Engineers Ltd. will assume responsibility for marketing and service support for Alpine's blown film systems in India as well as in Nigeria , Ghana, Kenya and Tanzania. Both companies plan to jointly develop a new product line of blown film systems. It is planned to combine the time proven machine components of both manufacturers to form new hybrid systems on a higher quality level and at a simultaneously attractive price levels.

In future, this joint venture will be extended to include co-operation in the areas of service support, development, production, joint procurement and sales and marketing.

'Rajoo's strong understanding of the developing economies coupled with world class technology of Alpine will ensure a unique mix that customers would benefit from, says Sunil Jain, President, Rajoo Engineers. 'The brand and the network of Rajoo will only raise the bar of customer satisfaction', he adds. This

alliance with ALPINE would only further the focused efforts of Rajoo in blown film lines, an area where the company enjoys premium market position.

‘Synergies will result from this cooperation in the areas of international marketing, production and procurement as well as in joint product development. For Alpine, this collaboration would also serve as an extension of its manufacturing capability, wherein it could now source from India, aggressively priced blown film solutions (using its technology and manufactured by Rajoo Engineers), for its global markets.’, says Peter Krieg, President, Hosokawa Alpine AG.

The existing Rajoo portfolio of the widest range of mono and multilayer blown film lines up to seven layers, sheet lines up to five layers, water quenched downward extrusion lines up to three layers, lines for foamed film and sheets for various special applications and thermoformers will now be supplemented by hybrid products as well as complete ALPINE systems, giving the customer enough options to choose from.

### **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 40 countries, the Company's exports have multiplied after its debut in the international market in 1990. ([www.rajoo.com](http://www.rajoo.com))