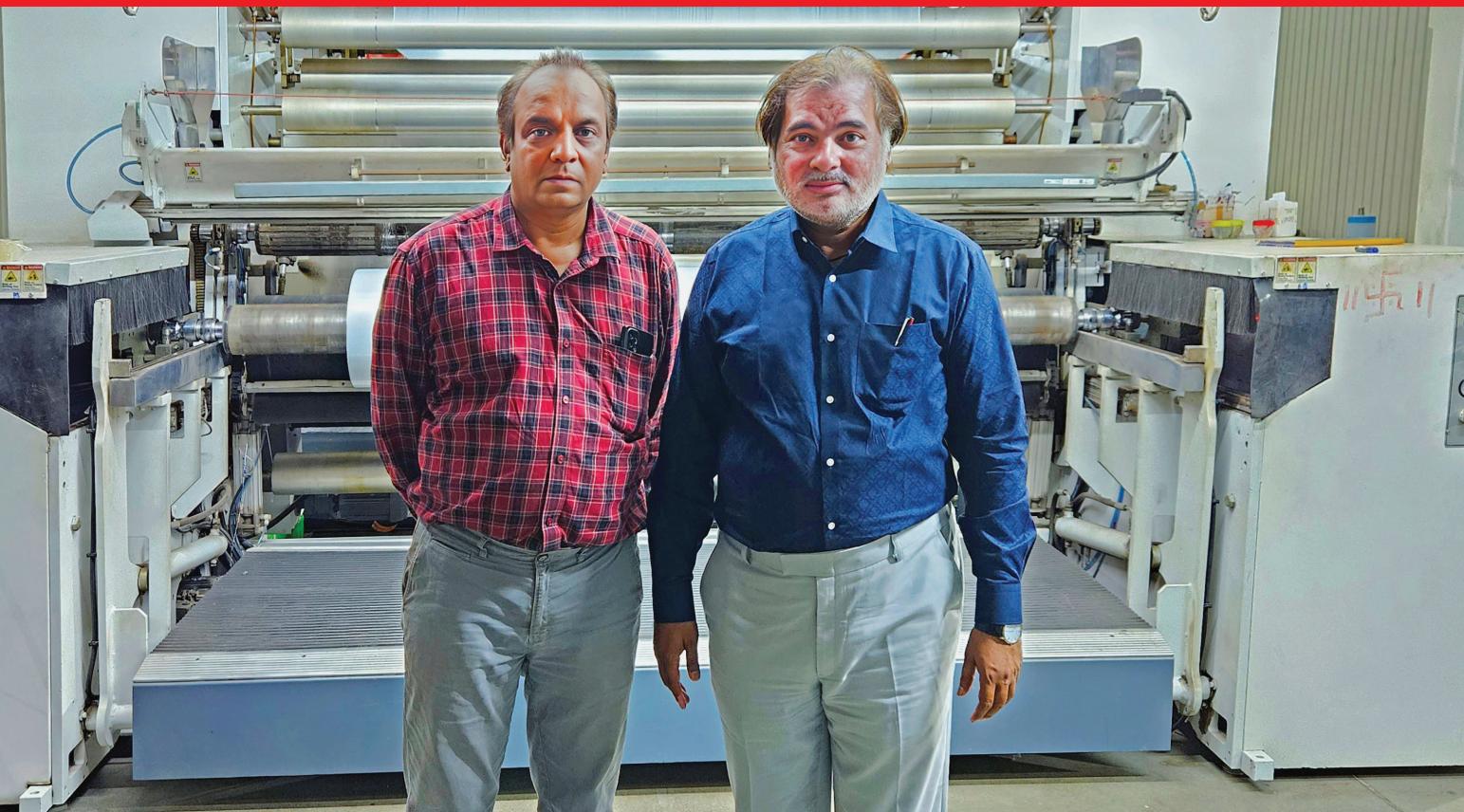




# Rajoo and Vimalachal Partnering for Excellence

"Rajoo's Pentafoil - AX five-layer POD blown film line, driven by new and advanced technology, has certainly been an advantage. It delivers extraordinarily high output at high line speed with consistent quality and operational ease. Owing to high throughput extruders and appropriate automation, which includes web handling and winders, operators have the flexibility to maximise production efficiency without encountering any issues," opines Harmeshi Shah, in dialogue with POLYMERS Communiqué.



**Kaushal Shah**  
General Manager – Operations,  
Vimalachal Print & Pack Pvt. Ltd.,  
Ahmedabad

**Harmish Shah**  
Vimalachal Print & Pack Pvt. Ltd.,  
Ahmedabad



**Q. The flexible packaging industry has witnessed steady growth in the last few years. What according to you are the key drivers behind this growth and for which specific applications? How do you see this evolving in the next 3 - 5 years?**

Consumers have become increasingly aware of their preferences in terms of packaging products. Consumer's awareness of hygiene and quality has heightened the demand for high-quality packaging materials, particularly in food and personal care products.

The coming years will witness steady growth in demand in these areas as there is still a large portion of the market that remains untapped. Whether it is raw food materials or snacks, much of it is still sold unpacked or without proper packaging. Flexible packaging will soon be replacing these outdated practices.

**Q. How has Rajoo's blown film line technology enabled your company to stay competitive and meet the evolving demands of the flexible packaging industry by improving the efficiency and quality of your produce? Do you**

Rajoo's technology design and consistent output, without operational interruptions, undoubtedly result in cost benefits through energy savings and waste reduction. With the incorporation of new technology in Rajoo's plant, our company, emphasising reliability and consistency in our products, is well-positioned to comply with any regulatory requirements.

**see any advantages in terms of raw material recipes or energy savings?**

Rajoo's Pentafoil - AX five-layer POD blown film line, driven by new and advanced technology, has certainly been an advantage. It delivers extraordinarily high output at high line speed with consistent quality and operational ease. Owing to high throughput extruders and appropriate automation, which includes web handling and winders, operators have the flexibility to maximise production efficiency, sustaining superior quality.

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**Q. Sustainability is a growing concern in the industry. What innovations in flexible packaging do you anticipate that could be dominant in India over the next few years?**

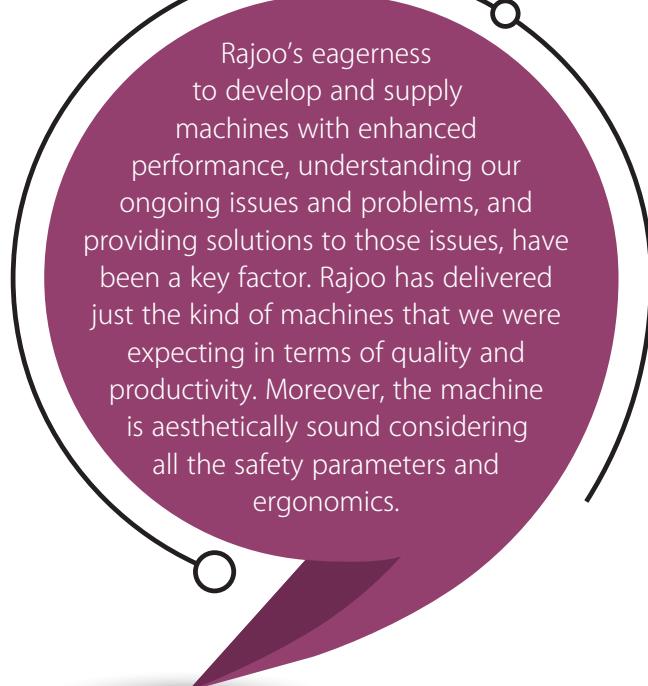
Surface or reverse-printed PE films, either laminated with PE or PP, will certainly capture a significant share in the packaging market for non-food products. Innovation to utilise the properties of PE-based films with recycling concepts is happening the world over and it may be the future in terms of sustainability packaging.

**Q. As someone who is now using Rajoo's blown film line, what is the difference as compared to other blown film lines used by you?**

Rajoo has been quite prompt in responding to any kind of assistance required related to operations. Additionally, their willingness to be a part of various trials further optimises the processes.

**Q. Could you share what factors were most important to you when deciding to partner with Rajoo and how has your experience been?**

Rajoo's eagerness to develop and supply machines with enhanced performance, understanding our ongoing issues and problems, and providing solutions to those issues, have been a key factor. Rajoo has delivered just the kind of machines that we were expecting in terms of quality and productivity. Moreover, the machine is aesthetically sound considering all the safety parameters and ergonomics.



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**Q. How do you see the role of Rajoo's blown film line technology in ensuring long-term compliance and growth within the ever-evolving regulatory landscape of the flexible packaging sector?**

With the incorporation of new technology in Rajoo's plant, our company, emphasising reliability and consistency in our products, is well-positioned to comply with any regulatory requirements.

**Q. Any evolution of advanced materials or considerations regarding material sustainability that has influenced your operations with specific reference to blown film?**

Certainly. Recyclable materials will be in huge demand in the near future, and this partnership will surely make an impact on how we address that.

**Q. From your standpoint, what areas do you believe the Indian packaging industry should prioritise in order to achieve global competitiveness and excellence?**

The industry must concentrate on big packs, bulk packs and decorative packaging. This will ensure that our industry is at par with the global companies.

**Q. Are there expanding opportunities for foreign investments or partnerships in the Indian packaging market since there is an interest by PE funds in our industry and also of the global players?**

Yes. Opportunities are abound and we are hopeful of a great future in terms of foreign investments and partnerships. ■■