



An Exclusive Interview With:
Mr. Vinod Gupta
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Packaging Pakistan: Please tell us about your company background and its products?

It all began in 1986 and the last three decades have witnessed the transformation of a modest beginning in a relatively unknown town of Manavadar (Junagadh), Gujarat in India and overseas with partners world-over including Pakistan. Well-known in global circles as a mature and respected organisation with a zeal for quality, price consciousness and latest in extrusion technology, Rajoo comes with the right blend of experience, expertise and excellence.

Knowledge, experience, technology assimilation and implementation are skills harbored by the company, which resulted in a number of 'technology firsts' and the ability to suit solutions to regional needs. 'Excellence in Extrusion' is the origin, path and destination for the defining solutions offered by the company. Solutions include - the widest range of mono and multilayer blown film lines (up to seven layers), an impressive range of sheet lines (up to five layers), water quenched downward extrusion lines (up to two layers), lines for PE and PS foamed film and sheets (for various standard and special applications) as well as end-to-end thermoforming solutions. The extrusion lines cover processing of wide

range of polymers like LDPE, LLDPE, mLLDPE, HDPE, PP, EVA, Surlyn, elastomers, plastomers; barrier materials like Polyamide, EVOH; thermoformable materials like PET, PS, PP and including new generation exotic polymers. Technologies / products categories available include:

- Mono and multilayer blown films lines
- Mono & multilayer sheet lines
- Thermoforming & vacuum forming machines
- Foam extrusion systems (chemical and physical)
- PVC Pipe and WPC (Wood Plastics Composite) plants

Packaging Pakistan: Please tell us where the Pakistani Packaging industry stands in current scenario. Will Industry be able to face globally and locally climate challenges?

From our perspective, the packaging industry in Pakistan is at the cusp of an exponential growth. The trends and habits are no different as compared to other countries in the region. Organized retail, working professional couples and increasing disposable incomes are growth drivers for the packaging industry in Pakistan. Since the last five years, contemporary packaging concepts have come into existence and the demand for quality and cost effective packaging has increased. The industry already competes in the world using sophisticated technology in nearly all the production processes - polymer processing, converting and downstream packaging. Facing challenges relating to climate should not be an issue since advanced technologies are being employed.

Packaging Pakistan: What impression did you gather by visiting the local industry?

The local packaging industry well recognizes the demands from the consumers. Most of the processors and converters are exposed to established packaging formats in the developed countries and are not hesitating to bring them to Pakistan. High levels of technology, economies of scale and energy efficiency are now well understood as compared to low technology, semi-automated machines coming from other Asian countries. Demand for high output, fully automated processing machines from India are now well established and well accepted. At Rajoo itself, we have made successful in-roads by supplying a number of blown film plants, including for barrier films.

Packaging Pakistan: Please tell us what are the major challenges faced to sell your product in new market.

The major challenge is the continuing political differences between our two countries. Nevertheless, the fact remains, that businesses in both our countries continue to interact with each other since there are several

advantages - same language, same culture and mindset. This is a major plus as compared to machines coming from other Asian countries.

Nevertheless, we have been able to counter the above challenge through an effective collaboration with Trade Polymerz in Karachi, a reputed name in the plastics industry. Through them, we are able to support our customers with local after-sales-service support and stocking of essential spares.

Packaging Pakistan: Packaging Pakistan: What are the trends that are shaping the printing industry and how do you predict new technologies in the future?

High quality packaging materials demands high technology in the machines being used. The advent of contemporary CI Flexographic and fully automated electronic line shaft (ELS) rotogravure printing machines are ample evidence of the trends. High line speeds, increased number of colours, automatic registration control system, web video, viscosity control system, automated colour matching, in-house, ink kitchens, laser engraved gravure cylinders would become the order of the day.

High quality printing and conversion necessitates fault-less substrates for processing. At Rajoo, our blown film lines meet the stringent demands of the industry. Our high output, highly automated lines incorporate multi-component material conveying, blending, gsm control and most important is the automatic thickness control and touch screen based integrated process control. The converters then are well assured of consistent quality of films with the least thickness variation and excellent roll build-up, apt for their high-speed printing and converting machines.

Packaging Pakistan: What are the keys factors that give your Company a competitive edge over others in the industry?

Most important factor is that we offer "value for money". We offer world-class technology at affordable price levels to ensure that our customers remain competitive in the industry. As mentioned above, we always keep ourselves abreast with latest technology trends and incorporate the same in our offerings. We

adopt a consultative approach in dealing with our customer and do not propagate just a "supplier - buyer" relationship. Based on customer's needs and market trends, we help the customer to configure the most appropriate machine, from a technology and pricing perspective. This does set us apart from many other machinery suppliers in the world.

We are one of the few machinery manufacturers in the world who own and operate a large plastic processing facility in India. This helps us in developing new machine concepts and designs, understanding different polymers and serves as a ready training ground for our customers' operating staff.

Yet, another first in the Asian plastic processing machinery segment is our Rajoo Innovation Centre that houses complete production facilities for developing barrier-packaging materials. A fully loaded seven layer blown film plant and a five-layer sheet extrusion line are already installed. The Centre is fully equipped with all testing equipment. The Centre offers various services to the industry including testing of polymers, developing packaging materials, training of operators and capacity support to the processors.

Packaging Pakistan: You have understanding about the local market of Pakistani industry for many years. What are the remarks you on it?

Over the years, the packaging industry in Pakistan has well recognized the need for adopting world-class technology in all spheres of packaging - polymer processing, converting and off-course in introducing best-of-the class packaging formats. The industry is undoubtedly poised for an explosion in terms of volumes and technology. Years ahead will be extremely exciting.

Packaging Pakistan: How do you find the potential of Pakistan market in the printing industry? How do you rate its prospects in the near future?

We are not experts for the printing industry but the growth of the printing industry directly influences the demand of films and sheet produced on our extrusion machines. We are witnessing a great potential and an exponential growth. The industry is poised to grow with leaps and bounds and surely much higher than the GDP of the country.

RAJOO®
excellence in extrusion