

Competing with own selves...



1986

2021

35
Years of
Excellence in
Extrusion

- > Mono & multilayer blown film line (upto 9 layers)
- > Mono & multilayer sheet extrusion line (upto 5 layers)
- > Single & multistation thermoformer (upto 4 station)

www.rajoo.com | rel@rajoo.com
+91-97129 62704 / 52701 | +91-90990 96292



increased production and sales volume of flexible packaging materials, followed by existing players adding production capacity.

'A paradigm shift in consumption can be attributed to the pandemic,' she remarks. 'Demand for packaging drastically increased as restaurants and food services were closed down and consumers turned to additional grocery purchases. In addition, there was higher demand for healthcare products and e-commerce transportation.'

Khushboo also notes increased calls for sustainable packaging over the last couple of years. 'We've worked

towards developing and upgrading our technology to be more energy efficient and to produce recyclable single-polymer flexible packaging materials rather than multiple polymers,' she reports.

'In addition,' she notes, 'as maintaining physical contact with customers became restricted by the pandemic, we went the extra mile to keep in touch through virtual platforms, not only providing after-sales support but also installation and commissioning assistance.'

Ren-Form: increasingly embracing technology

The Ren-Form group has experienced quite a few highlights during the last five years. 'One event that stands out,' reports an elated Tommy du Sart, 'was the simultaneous winning of tenders for ballot projects in Tanzania, Haiti and Somaliland! This certainly helped us to recover setbacks from Covid-induced losses.'

Ren-Form has also ventured into the intelligent technology sphere, supplying South Africa's IEC with 40 000 intelligent voter management devices. 'This will change the way people are registered and accounted for on future voting days,' Tommy explains. 'We're confident that this is an area of diversification that will see good growth.'

Like all printers, Tommy and his colleagues are noticing a significant swing away from paper and into digital, and as a result are increasing the firm's footprint in the digital BTB and BTC arena. 'It's very exciting, and our investments in specialist software for these applications are certainly bearing fruit,' he reveals.

Among recent challenges for Ren-Form's management has been a general decline in volumes, but in Tommy's view the company's diversification strategy into a growing number of specialist products has compensated for this.

'We still believe that face-to-face interaction is



the best channel of customer communication,' he concludes. 'But we've also increasingly embraced technology and are now able to present our entire offering in easily-navigated, easily-understood digital format.'