

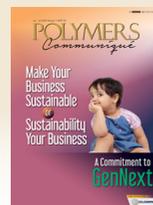
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# Rajoo Engineers, An Enabler to the Gopal PrintPack Success

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"I am very happy with the suggestions / solutions and support that Rajoo gives me, which is required for my product and they only suggest what is needed for my production lines; no overload of features. My demand for maximum output with minimum input is my only brief to Rajoo, who then provide me with a well-optimised solution, actually designed to suit my needs," shares a beaming Denish Rokad, in dialogue with POLYMERS Communiqué.



## Q. Tell us something more about yourself...something that you think people do not know about you...

I would like to share with you a brief about myself; my company is just seven years old. Prior to that, we were on ground zero. And, I do not have any background or knowledge about the plastics or polymer industry. By qualification, I am a software engineer. My family literally pushed me into this business. At the outset, I was given just two machines, one printing and the other a lamination machine and was told to run this business and supply the output to the parent company. I was 23 years old then...just out of engineering.

The first day on my shopfloor is still clear to me as I was literally searching for the name of the printing machine to know what it is called. I looked it up on the internet and found out that it was called a 'rotogravure' machine. As a good student, I pencilled it in my notebook. There started my journey of learning...I decided that if I have no support, the best way forward is to learn on the job and get to know more through various means and methods. I was willing to



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**Denish Rokad**  
Managing Partner,  
Gopal PrintPack Solutions,  
Rajkot

learn from anyone who was willing to teach me...something which I continue even today.

We began with a production capacity of 100 - 150 MT per month and, as on date, we are doing 1,200 MT per month! At the initial stages, we did a business of Rs. 30 crore and today, 7 years in business, we are clocking Rs. 200 crore.

**Q. What according to you was instrumental in bringing this success when you were introduced to this business?**

The parent company is my backbone. We invested in an Extrusion Coating and Lamination (ECL) Line, something that was very new to the *namkeen* packaging segment. I am very keen on

getting the best-in-class technology which can benefit customers, and thus, the business.

Propagating a good culture in the organisation is critical. It is this culture that is responsible for our quantum growth.

**Q. You are the first user of the Rajoo Extrusion Coating and Lamination (ECL) line; and have been using it for nearly two years now. What has been your overall experience both in terms of dealing with Rajoo and then the technology?**

I confess...I always prefer Indian machines. Being the first user of Rajoo Extrusion, Coating and Lamination (ECL)

line, and this machine being the first ECL at Gopal, it was a challenging task. It was an enjoyable process though; after overcoming all the challenges and the R&D on the machine, the end result was a very satisfying one. We had on our hands a truly wonderful product. I always like to support Indian products and Rajoo gave us, or should I say the industry, a great product.

Their collaboration with Kohli, who are experts in printing and lamination, has also given them that edge. For a buyer, this solution from Rajoo is the best in the Indian market. What excites me the most is that Rajoo has kept improving their products with their learnings from the 1<sup>st</sup> machine to the next, kept implementing them and building the

next product. Their product has truly evolved well! And to repeat, as on date, they are the best in business in India as far as the ECL machines are concerned.

**Q. You have closely seen the evolution of the Rajoo ECL. What aspects of the machine or supply excited you the most as you ordered the 2<sup>nd</sup> ECL line from them? And then the third one...**

Oh yes! As a person, I am a firm believer of R&D and of 'that something new'. Whenever we have to buy a new machine / equipment, I make it a point to enquire with the supplier if they have some new features in the machine. It is always exciting to take a lead and implement new developments on my shopfloor and invest in the required time. Being the first to do so and benefit from it is a sheer delight. If the vendor / supplier has got a feature loaded machine, the buyer should use these features and maximise its benefit, else it does not make business sense to go for such feature-rich machines. As a user, after buying the machine, the onus is on you to well use the features of the machine and benefit from it.

One of the most important aspects that prompted us to go for Rajoo is the support from them. They give excellent support, both in terms of technical and marketing, with absolute transparency. All issues were tabled, addressed and resolved in an outright professional manner...an approach of utmost comfort whilst transacting with Rajoo.

**Q. The 'appropriate technology approach' is something that Rajoo is now focusing on as compared to standard solutions. What has been your experience?**

I would like to share a very important aspect of the business here. Whatever we do on the shopfloor in terms of production, volumes or quality standards, it ultimately translates into a product, e.g. a pack of *namkeen* which

During this pandemic, we produced sachets for sanitisers which was a completely new application for us. We do have a few more things in the pipeline, of which one of them is a laminate that we are working on which does not have a heat seal, but you can still fill and pack the product. Look out for it...

has a five-rupee value. Of the five rupees, almost 20% is the cost of the laminate used. This is extremely tight for us and we need to be very very careful on this aspect when choosing our manufacturing lines. One needs to be wary of this aspect before implementing any change in the line, like buying a new machine or any other increase in cost.

I am very happy with the suggestions / solutions and support that Rajoo gives me, which is required for my product and they only suggest what is needed for my production lines; no overload of features. My demand for maximum output with minimum input is my only brief to Rajoo, who then provide me with a well-optimised solution, actually designed to suit my needs.

**Q. You have been known to challenge machines by operating them beyond name plate capacities. Tell us more about this...**

It is my duty to encourage my team on the ground, the operators and the shopfloor personnel to get the best out of the machine as it is they who run the machines and maximise the lines. They are answerable when the lines do not run at full speed and capacity. The operator feedback is important and one needs to be attentive to understand the issues on the shopfloor. The gathered

feedback is presented to the machine supplier to provide us with a solution to run the lines at full speed. It's important to implement practical solutions. If you have bought a machine, it should run at full speed, full capacity.

Most ECL lines run at 80% speed in the industry; my factory also used to run it initially at 70 - 80% speed. When questioned the operator as to why is it that you do not run at 100% speed, they came out with the feedback like bonding issues occurs. These issues can be addressed by changing the material or improving it. After implementing these changes, we now ensure that 100% speeds are reached and maintained so as to obtain maximised output. The first ECL machine was designed for 250 mts/min, but right now we are running it on 260 - 275 mts/min.

To summarise, we are running the ECL lines at 110% - 120% of the name plate capacity. As far as the blown film lines are concerned, we are running them at 100% output levels.

**Q. In specific, energy efficiency is one of the important factors for success of the plastics processing business. How do you rate the Rajoo performance in this regard?**

Energy is a very important attribute. The concept here is to ensure that the output is either increased or maintained with respect to the energy consumed in any form. The energy efficiency has to be maintained at 100%. Increasing productivity in line with the existing energy fed is a strategy that is followed! Even then, in case we still have issues of energy efficiency, we approach Rajoo who provide us with relevant solutions to get the desired results with constant output. As we have not evaluated / compared it with other suppliers / vendors, so we cannot comment. At present, we are quite happy with the energy efficiency of the lines supplied by Rajoo.

**Q. As a user, you have been using the Rajoo blown film lines and ECL lines. What has been the role of Rajoo Engineers in your business success?**

As regards the blown film lines, I see Rajoo as pioneers in the Indian market; they have a clear lead over the rest.

Over the past two years, we have conceived so many products and have managed to increase our volumes, this is thanks to Rajoo machines.

The extrusion lamination machines of Rajoo have helped me in providing sustained quality and continuous volumes to my customers and thus it has hugely contributed to the growth of our parent company and is also instrumental in the expansion of our product portfolio.

**Q. In total, 4 years and 7 lines from Rajoo. What are your main reasons for your choice of Rajoo as a partner / vendor?**

It's all about finding value. The key reasons for are:

- Support of the service team and the management.
- Value for money for the purchase made.
- Adapting new technologies into the solutions for customer benefits.

**Q. From company to products, according to you, the two most important product attributes of the Rajoo blown film lines and ECL lines.**

From the product perspective, our parameters would be as below:

- ECL Lines: Operator friendly and high productivity.
- Blown Film Lines: Value for money and cost-effective polymer recipes to obtain even the best quality output.

**Q. You continue to outsource PE film from Rajoo Innovation**

**Centre (RIC); what has been your experience both in terms of dealing with RIC and quality of the films?**

Most certainly Rajoo has invested in the best-in-class technology and machinery in the Rajoo Innovation Centre. Thus, we benefit by getting the best quality and a fantastic output from my converting machines. As regards the film's quality, since they have put in a lot of automation in their RIC plant, the films are of excellent quality and the output is also maximised; blown film technology and automation here have a crucial role to play!

**Q. As an organisation, what do you consider to be your strengths?**

Interesting...a quality product at very competitive rates and a capability to comply with very quick delivery schedules are our key differentiators.

**Q. For you, how different is it to make products for your captive use when compared to external customers. What impact does it have on your operations?**

The parameters of product quality, service and delivery are a constant for internal as well as external customers. The only change I see here is the priority which is always given to the parent company.

**Q. When we refer to packaging, you are mainly catering to the food related as well as other applications, where do you see an opportunity tomorrow?**

There are many opportunities that have already opened up in the flexible packaging market and we intend tapping them. Automobile and pharmaceuticals are areas that we are seriously pursuing.

**Q. Let us know more about the setup of your Indore plant.**

It is all about expanding current production capacities and reaching out

to newer markets, efficiently. Thus, the second plant in Indore! Since Indore is more-or-less the geographical centre of India; with this, we would be able to cover all markets in India optimally. We are buying the first set of machines there - printing, extrusion lamination, solventless lamination and slitting. The land area is about 25,000 sq. mts. More importantly, the total capacity addition due to this plant would be 24,000 MTPA.

Post commissioning of the Indore plant, we shall dedicate our first plant in Rajkot to exports. Rajkot is fairly close to the port (200 kms); and we would like to take advantage of this proximity. So, as a strategy, since Indore is landlocked and central, it can cater to the PAN India requirements and the Rajkot plant can cater to the export markets.

**Q. What new can the industry expect from 'Gopal' in the next 3 years?**

During this pandemic, we produced sachets for sanitisers which was a completely new application for us. We do have a few more things in the pipeline, of which one of them is a laminate that we are working on which does not have a heat seal, but you can still fill and pack the product. Look out for it...

Also, as a target, I intend to operate the Indore plant to full capacity in the next three years.

As indicated earlier, the Rajkot plant shall be more focussed on exports and the Indore plant shall cater to the untapped as well as existing geographies within the country. Our current production utilisation is 60 - 70% for captive use and the balance, about 40 - 30% for external clients. ■■

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