

High Calibre Interaction The Key Takeaway of K 2022

Q. How do you see that Rajoo stays ahead of customer needs?

Rajoo's approach is consultative and not just selling a machine. We understand the specific needs and configure the most appropriate technology for the processor and offer a complete solution. In addition, we continuously keep ourselves updated with the market trends in terms of new technologies, applications and products that are successfully able to handhold the processor beyond their existing product range.

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“Though the overall footfall was reduced drastically; however, the visitors to our booth were relevant from our perspective. The visitors coming to our booth were specifically interested in interacting with us and were approaching us with their focused requirements. The quality of interaction was of a high calibre. Overall, we are contented with our participation at K 2022,” conveys Khushboo Chandrakant Doshi, in dialogue with POLYMERS Communiqué.

Q. How do you define your current capacity? Any expansions planned?

The current capacity is defined based on a specific product mix of our portfolio. It is related to not just the number of machines, but overall turnover which can be achieved with the current infrastructure and resources.

Expansion and diversification are continuous processes based on market needs. We continue to add machine tools for enhancing the capacity and improving the quality.

Q. A manufacturing practice that you wish to introduce in your shop floor, and why?

Quality assurance at each step of the manufacturing process which in addition will also enhance ease of working on the shopfloor for the employees.

Q. What could be the contribution of blown film lines to create sustainable packaging solutions in the future? Some examples, please.

Contribution is multi-fold, starting with reducing the energy consumption measured by electricity units consumed per kg of output. This is achieved by using frictional heat during the extrusion process instead of external heat. Developing machines to offer packaging solutions using single family of polymers e.g., packaging films with only polyolefins is another example. While all our extrusion lines are designed to use heavy dosage of recycled and bio-based polymers, we are in the process of developing systems to process PCR materials.

Q. As a business owner, what's your round ahead...manufacturing solutions or integrating solutions?

Both go hand-in-hand. Manufacturing solutions need to be integrated and be in

sync with market developments and needs. Focus will increase in providing comprehensive solutions to the processor for growth of their businesses. Remote 24x7 customer support is yet another solution in the offing.

Q. The latest product development that you wish to share with the market.

EVA encapsulant sheet extrusion system for solar modules. We are today the only Indian company to have introduced the most appropriate EVA sheet extrusion line for this segment.

Q. How was the K 2022 for Rajoo? Any new buying trends that you witnessed?

Though the overall footfall was reduced drastically; however, the visitors to our booth were relevant from our perspective. The visitors coming to our booth were specifically interested in interacting with us and were approaching us with their focused requirements. The quality of interaction was of a high calibre. Overall, we are contented with our participation at K 2022. Yet another realisation dawned that it was not necessary to display a running machine in these trying times and still the participation can be remunerative.

Q. At PLASTINDIA 2023, how would the visitors benefit by visiting your booth?

Rather not say, it is premature and we would prefer it comes as a surprise. Needless to add, the visitors will be exposed to a new avatar of Rajoo. ■■

Q. A technology / product that has impressed you the most at K 2022?

Comprehensive automated solutions for handling PCR - cleaning, sorting, processing and turning them into useful products.