

## PRESS RELEASE

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## RAJOO REDEFINES MARKET DYNAMICS WITH LAUNCH OF ITS 2-EXTRUDER / 3 LAYER BLOWN FILM LINE - **MULTI*Foil*™ LITE**

**MULTI*Foil* LITE** comes with the trademark quality of Rajoo machines coupled with a minimal cost of ownership. Aggressive price, minimal downtime, low energy consumption, flexibility to adapt to varied applications ensure a sustained competitive advantage for its customers.

MULTIFOIL - Multilayer Blown Film Lines from Rajoo - backed by proven engineering for over two decades now - are available as two layer configurations for general purpose packaging film to nine layer lines for barrier and technical grade films. Lines that have set industry standards this far!

With a position of market leadership in the high-end multi-layer lines, and to address changing market needs, Rajoo now unveils **MULTIFoil LITE** a 2-extruder / 3 layer (A-B-A type) blown film line, empowering its customers to remain aggressive in the highly competitive bag making industry, plagued with increasing costs of raw materials.

Well understanding the value of money, Rajoo's **MULTIFoil LITE** offers unparalleled flexibility. While the machine is designed to run with A-B-A configuration, it's specially designed cross head provides the flexibility to run A-B-B and A-A-B configurations as well, another first for the industry from Rajoo!



Seeing is believing, and visitors at IPLEX 14 (in Hyderabad from 8<sup>th</sup> to 11<sup>th</sup> August) will witness a live demonstration of this line, producing HM liner bags, collation shrink film, Milk pouch film and water pouch film.

As regards specifics, the extruder sizes are 40 mm / 50 mm; machine output is 120 kg/hr; an LFW of 400 – 1150 mm with an oscillating haul-off for gauge randomisation.

With **MULTIFoil LITE**, it now becomes very convenient to use even up to 50% calcium carbonate or recycled material (in the middle layer) with virgin material in the skin layers. The abrasive materials would normally impact machine parts adversely. However, the proven Rajoo quality ensures minimal wear and tear even with this high percentage of filler material used, as the screw and barrel are especially designed to handle this high filler content. A common practice for making shopping bags, garbage bags and T-shirt bags! As an added benefit, this machine can also conveniently be used to produce films (for milk and water packaging) and lamination grade films (with slip on one side and non-slip on the other).

**MULTIFoil LITE** comes with the trademark quality of Rajoo machines coupled with a minimal cost of ownership. Aggressive price, minimal downtime, low energy consumption, flexibility to adapt to varied applications ensure a sustained competitive advantage for its customers.

'The booming retail sector comes with its own challenges of economy in every aspect of its operations; shopping bags being one such area. The combination of niche technology, unique design approach and our interactions with retailers to better understand their needs has helped us created this solution', says Khushboo Chandrakant Doshi, Director, Rajoo Engineers.

This new launch will significantly change the current market dynamics; the market was looking for a robust quality solution to comprehensively address its needs of 2-Extruder / 3 Layer Blown Film Line and this solution from Rajoo, does exactly what it is required to do, infact more!

### **About Rajoo**

Based in Rajkot, Rajoo Engineers Limited, having made a modest beginning in 1986, has today emerged as an undisputed global player in blown film and sheet extrusion lines. Owing to its focused efforts in blown film, sheet extrusion lines and

thermoformers, the Company enjoys premium market position in this segment. Being a technology driven Company, product innovations, adaptation, world-class quality, state-of-the-art workmanship, increased energy efficiency and high levels of sophistication and automation have become the hallmark of Rajoo products during all these years, positioning the Company's products on a global platform, competing with the established world leaders. With representations in many countries of the world and customers in over 53 countries, the Company's exports have multiplied after its debut in the international market in 1990.

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