



**The growing wine market need:**

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- Short run with
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## Rajoo Engineers At Plastindia 2009

April 15, 2009 | By S. Chidambar

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One of the star exhibits at Plastindia 2009 was the Rajoo Engineers stand. Not only did they win an Outstanding Booth Award, they also had some impressive machinery on display, all of which was sold during the show itself. Their 750 sq. m. stall in Hall 4 had an impressive 52 meter frontage.



The prize exhibit was a towering 15 meter tall MULTIFOIL fully loaded three-layer coextruded blown film line that was running continuously and turning out an average of 453 kgs./hour of 40 micron lamination grade polyethylene film in 1,400 mm width. (The line is rated at 500 kgs./hour while running a maximum lay-flat width of 1,500 mm.) The rolls had beautiful flush edges, weighed nearly 900 kgs. each and had a thickness variation of 3 per cent. The extrusion set-up consisted of two 70 mm extruders and one 90 mm extruder. The line was equipped with ultrasonic sensor based internal bubble cooling (IBC), multi-component gravimetric conveying with continuous blending and dosing, high output air ring with automatic profile control, a fully automatic surface winder with taper tension control, trim grinders and an integrated supervisory touch screen based control panel. The plant was sold to Venkateshwara Flexopack, a leading manufacturer of flexible packaging based at Hyderabad in South India.

Rajoo have also negotiated the sale of a 5-layer version of the MULTIFOIL line with an extrusion configuration of two 60 mm and three 55 mm extruders and a 400 mm pancake type die turning out 250 kgs. per hour of barrier films in a maximum lay-flat width of 1,500 mm. This will be the first fully automated 5-layer blown film line for barrier films supplied by any Asian manufacturer and will be delivered during the second quarter of this year. This latter line has been sold to Polypet Flexible Packaging, a leading manufacturer of PVC shrink sleeves and multilayer barrier films for lamination and liquid packaging based in Nagpur, Maharashtra in Western India. According to Arun Amidwar, Chairman of this group, "After evaluating many machinery manufacturers in the world from North America, Europe, Taiwan and even from India, we selected Rajoo Engineers to supply the machine to us for this project. We already operate a 3-layer plant from Rajoo and are impressed by their consultative approach and in-depth understanding of our requirements. Rajoo were able to configure the optimum solution for us keeping the Indian environment and economy in mind."

The second line on display was a LAMINA sheet extrusion plant turning out 250 kgs./hour of a 3-layer recycled polyethylene terephthalate (RPET) sheet in ABA configuration using 100 per cent reground post-consumer PET bottle flakes as input. It was equipped with a crystalliser-cum-dehumidifier, one 90 mm extruder, one 50 mm extruder, melt metering pumps and diverter type continuous screen changers feeding an 800 mm wide flat die and a dual station centre winder. The sheet quality was quite good and the sheet transparency was excellent (the input blend did use an optical brightener in the formulation).

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hesitation in deciding in their favour.

During the show, Rajoo also announced the finalisation of two technology partnerships. The first of these is with Commodore Inc. of USA for expanded polystyrene container lines and the other is with Techno Coating S.r.l. of Italy for cast extrusion stretch and polypropylenes (PP) sheet lines. Both collaborators were present at the Rajoo stand.



Sunil Jain, President of Rajoo Engineers

#### Rajoo's Innovation Model

I spoke to Sunil Jain, President of Rajoo Engineers at the show. Given below are excerpts from the interview.

#### SC: How has the show been for you?

**SJ:** The response has been overwhelming. This has been the best show we have ever had. We sold all the lines on show as well as additional equipment, something that has never happened at Plastindia shows earlier.

#### SC: Do you think there has been a slowdown or recession in demand for plastics processing machinery?

**SJ:** No, I do not think so – at least not in the Indian market.

#### SC: You are a highly technology driven company with a long and impressive record of innovations. How does the development process work in your company? Who initiates development and who drives the whole process?

**SJ:** We are a market driven technology company and thus our developments and innovations are totally inspired by the market. While some of our developments are based on indigenising world class technology and bringing it to the doorstep of Indian processors at affordable price levels, other developments are motivated by the needs of the domestic industry. A top management team evaluates each and every such proposal received through our marketing network in terms of its potential, cost of development and availability of technology. Depending on the complexities and costs involved, we focus on a short list and move ahead within an agreed time frame. Most of the time, we prefer not to reinvent the wheel but use our resources to make them more affordable for the markets which we operate in. Foamed LDPE film used for calendars (in place of paper) and banners (instead of cloth) produced by chemical foaming by the blown film process is an example of innovation by us specifically for the Indian industry. EPE foam for wads and cap liners is an example of developing a cost effective alternative to sheet extrusion by using physical foaming for the Indian industry. Multilayer blown film plants with complete oscillating haul-off, IBC and complete automation reflects bringing world class technology at affordable price levels.

Once we focus on a product, our design team carries out an in-depth holistic study including developing specifications which are market specific and also cost effective. The design team then prepares complete drawings on the basis of which a prototype is developed, at times with an identified customer or at times on our own and thorough trial and testing is done in-house before commercialising it. Not many people know that we are also processors converting close to 1,000 tonnes per month of various polymers, which is an independent commercial operation. This provides a ready commercial scale testing facility to us for carrying out various tests. Further, this also helps us to assist our customers in developing new products from our machines without their having to spend a lot of resources themselves. Thus, the Company possesses a unique resource of machinery design, polymer knowledge and process know-how which ultimately makes the innovation and development successful.

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