

Rajoo and Wonderpack Align: An unified approach for the benefit of the thermoforming industry

For Wonderpack Industries Pvt. Ltd. (The Thermoforming People) and Rajoo Engineers Ltd. (Excellence in Extrusion), this endeavor highlights the common mindset and approach of both companies, which is to be recognized as a quality global supplier for the thermoforming industry. The companies now come together with a new approach to serve the sheet extrusion and thermoforming industry, worldwide. The merged entity will now truly qualify to provide 'end-to-end solutions in thermoforming'. Extrusion has always been the forte of Rajoo while thermoforming has been the core strength of Wonderpack.

Rajoo Engineers needs no introduction in the world markets and is well established as a quality manufacturer of plastic extrusion machines-mono and multilayer blown film lines (upward and downward), mono and multilayer sheet extrusion lines, thermoformers and EPS (foamed polystyrene) lines for disposables containers. The company continues to endeavor to further its current reach that is spread across 40 countries and to be considered as the most trusted provider of solutions for the plastic extrusion industry worldwide.

Wonderpack Industries was founded in 1985 with a focus on the development and manufacture of thermoforming machines for thin and thick wall applications, plastic packaging and compact sheet line extrusion machinery with customers in over 40 countries under the trade name of Wonderpack.

With a vision for steep growth and well understanding the dynamics of the markets, this collaborative move promises to provide significant value propositions for all concerned. There

would be significant benefit when the merged entity will take advantage of each other's technology, developments, service network and marketing strengths.

In the revised setup, Wonderpack will operate as a separate division of Rajoo Engineers at Nasik under the leadership of Amit Shah, the founder and Managing Director of Wonderpack now joins the Board of Rajoo Engineers.

For the industry, there will now be a wider range to choose from. In addition to the Rajoo products, the portfolio of Wonderpack that would also be available through the combined entity includes:

- Sheet extrusion with in-line thermoforming
- Thermoforming with in-line cutting and stacking
- Automatic roll fed in-line trim-in-place thermoforming
- Special Purpose thick walled vacuum forming
- Continuous thermoforming for thick wall applications
- Automatic vacuum/blister making machines
- Shrink wrapping machines and systems
- Thermoform fill and seal machines

C.N. Doshi, Chairman, Rajoo Engineer says, "Coming together of competitors is not a new phenomenon, the objective here is to synergise and enhance the technology levels. With Amit Shah joining the Board of our Company, we will now provide the industry a single point source for a wider range of world class sheet extrusion and thermoforming systems. The entrepreneurial skills and technology prowess of Shah coupled with decades of experience of Rajoo and its worldwide presence will surely help Rajoo grow leaps and bounds."

Amit Shah, founder and Managing

Director, Wonderpack Industries adds, "The industry will benefit immensely from this collaboration. I look forward to taking this combined entity to newer orbits-both in terms of technology levels and footprints and I see very certainly, it will soon become a force to reckon with at the global level."

Solutions from Rajoo and Wonderpack will continue to be available to the industry as before, albeit with more options. The selling, marketing and servicing networks of Rajoo and Wonderpack will now reinforce one another and come under one umbrella for unparalleled service levels witnessed by the industry.

The forthcoming K at Dusseldorf in October 2010 will witness the synergistic developments of both, Rajoo and Wonderpack, now under one umbrella.

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 and sheet extrusion lines, the Company enjoys premium market position in this segment. Being a technology driven Company, product innovations, world class quality, state-of-the-art workmanship, increased energy efficiency and high levels of sophistications and automation have become the hallmark of Rajoo products on a global platform, competing with the established world leaders. With representations in many countries of the world and customers in over 40 countries, the company's exports have multiplied after its debut in the international market in 1990.

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