

# Rajoo Innovation Centre: A Forward-Looking Customer-Centric Approach



## AIM OF KNOWING CUSTOMER'S CUSTOMER

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ajoo Engineers Ltd has launched its state-of-the-art innovation centre. This Rajoo Innovation Centre (RIC) has been conceived mainly to assist the industry in multiple ways. It provides access to newer technologies incubated inside the centre and also offers additional resource to those who may have exhausted their existing capacities or are unable to meet challenging delivery timelines or do not have the necessary equipment as yet. Also, it offers customers an opportunity to conduct trials and develop newer products. Additionally, it steps up as a skill development centre.

The centre promises to be a boon for raw material manufacturers as well. A variety of polymers can be tested to ascertain if they meet industry demand in a close to real-life operational environment or to develop new film structures.

In order to strengthen its robust application know-how, the RIC is intended to help Rajoo 'Know Its Customer's Customers (KYCC)', and accordingly develop plastic extrusion solutions to match their needs down to a "T".



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**Khushboo Chandrakant Doshi, Executive Director, Rajoo Engineers Ltd**

Machines, applications and more; with RIC, Rajoo stands to benefit in terms of its own developmental initiatives and work towards making its machines future-ready. Positioned as 'centre of excellence for blown film and sheet extrusion', the RIC is a true showcase of modern technologies.

### Innovation

One such innovation is the seven-layer blown film line housed by the centre as part of its technological capabilities. This three-metre-wide line, fully configurable to seven, five or three layers; is even usable in complex packaging solutions for both barrier and non-barrier packaging films. For Rajoo, this only translates into fulfilling a majority of the industry's packaging develop-



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ment needs. Heptafoil - RECF-2775-60-50/3000 incorporates advances such as Cylindrical Spiral Die (CSD), multicomponent automatic material conveying, gravimetric dosing and blending, internal bubble cooling with width control, circumferential profile control with elevated air ring and triple lip, full automatic winder and touch screen based integrated supervisory control panel. With a maximum output of 700 kg/hour, this line produces both barrier and non-barrier films.

Further, there is the Lamina RS3X-1430-20/300 - the 5-Layer Sheet Extrusion System— LabEX-Lamina, world's smallest five-layer barrier sheet line, helping simulate commercial scale sheet extrusion process on a lab-scale. The lines are in addition to a wide array of necessary laboratory and quality control equipment.

Beaming with pride, Khushboo Chandrakant Doshi, Executive Director, Rajoo Engineers Ltd says, "In our domain, we are the first company in the whole of Asia to have launched such an innovation centre. Already customers from both, India and overseas are benefitting from the facility." To add, RIC facilitates in-house research and development towards further enhancing the quality of Rajoo's machines and validating the company's design concepts along with implementing global advances in technologies.

Comprehending the importance and need for skill development, in a sense, the RIC doubles as a training hub for the plastics extrusion industry.