

like to be at the heart of their businesses by sharing what's happening in the market, assessing their printing press needs and explaining how they can use ROTOCON's technologies to their benefit. In the future, ROTOCON plans to offer a contract-based technical service on call in Nairobi for machine emergencies.

Although it's early days with this green shoots

Dual-purpose efficiency

MAJESTIC LABELS has invested in a dual-purpose platform, ROTOCON ECOLINE RSD 350, which features precision die-cutting plus advanced roll and label inspection for convenient blank label production.

Managing director and co-founder, Roland Adshade, explains that the machine had been in the pipeline for about a year to help the company target larger volume blank label business. 'We considered many different types of machines and knew that we would receive excellent training and backup service from ROTOCON because we've built up a great partnership with director Patrick Aengenvoort as our die supplier over the past 16 years.'

Roland adds that ROTOCON was also prepared to customise the RSD to a 350mm-wide model to ensure that Majestic Labels' warehousing and distribution types of blank labels fit perfectly to minimise waste levels and improve efficiencies. 'We ran the first trials 1 000m on a slit and witnessed a 4% reduction in waste. Now we are expecting to optimise these levels even further by ordering 2 000m on a slit.'

Production director and co-founder, Russell Thorndike, explains that in the past the team was constricted to running on a 200mm web on either of its flexo die-cutting machines and then rewind the material on the tabletop rewinders. 'Now the team can run that same job on a wider web material and at double the speed. It is rewound and inspected at the same time thus improving efficiencies. The operator, Knox, really appreciates the semi-automatic turret

development, ROTOCON's management team is excited about the huge growth potential that could come from the East African region. 'Kenya represents one of the fastest-growing economies and will act as a nexus for us to reach customers in the neighboring countries of Tanzania, Uganda and Ethiopia and grow our presence in those markets,' Michael concludes.



ROTOCON director Patrick Aengenvoort with Majestic Labels' Roland Adshade (managing director), Knox (ECOLINE RSD 350 operator) and Russell Thorndike (production director).

rewinder feature, which allows him to prepare the next roll while the current one is still running, helping to speed up production times,' he enthuses.

Russell points out that user-friendliness was another key investment factor. 'ROTOCON's service technician Sachin Sukhlal only had to spend about half a day training and guiding Knox through how the RSD 350 works. Knox adapted easily to finish the job he was running by himself.'

ROTOCON wins AI Business Excellence Award

ROTOCON is an honoured recipient of the Acquisition International (AI) Business Excellence 2022 Award for 'Best Label Printing & Packaging Solutions Specialists'.

Now in its ninth year, the Business Excellence Awards are the cornerstone of AI's annual celebratory programmes and commend companies most deserving for their ingenuity, hard work and perseverance to cope with unprecedented change and growth during the pandemic.

While business excellence can mean different things to different people, there are a few steadfast values that seem omnipresent – essential to those who are eager to achieve a leading position in their industry.

Customer centricity, expertise, dynamism and an

outlook towards innovation are crucial to those wanting to distinguish themselves and achieve enduring success, regardless of sector. By all regards, the businesses featured in the 2022 edition of the Business Excellence Awards showcase the importance of these qualities, and so many more.

John Lomborg, ROTOCON director for Market & Business Development and co-owner, remarks: 'It is an honour to be recognised as a business excellence award winner. Strong values are the key to a strong business. ROTOCON strictly adheres to integrity, quality, innovation and reliability; a personal commitment towards the label and packaging industry in sub-Saharan African countries; and serving our customers by, for instance, learning about their printing environment, recommending the ideal solution to meet their needs and providing reliable after-sales service through our team of nine service technicians.'

'This award win is a testament of the hard work and commitment to excellence from each member of the ROTOCON team, adds group CEO Michael Aengenvoort. 'I personally thank each of our employees for their contributions to achieve this esteemed recognition.'