



# Elevating dies through expert consultation

ROTOCON's approach to die making and reconditioning is centred around personalised attention and consultation, ensuring that each client receives advice tailored specifically to their needs, backed by a wealth of industry knowledge and hands-on support.

**AT the heart of ROTOCON's success lies a team of industry-savvy experts who go beyond the roles of mere salespeople, drivers or technicians – they are consultants dedicated to understanding each client's operational needs.**

ROTOCON's group CEO, Michael Aengenvoort, underscores this commitment: 'Our team members are more than just representatives, they're industry insiders who grasp the challenges our clients face. We don't just take orders and deliver products, we engage in active consultation to ensure our clients maximise the potential of their dies and tools.'

This consultative approach is the cornerstone of ROTOCON's service model. When a client encounters a die cutting issue or requires new tooling, ROTOCON doesn't simply process an order, the team visits the client's site, assesses the situation and offers comprehensive advice on product usage, web direction and material compatibility. This hands-on method ensures that the dies and tools supplied are of the highest quality and perfectly tailored to that client's needs.

One of the significant advantages of this approach is the reduction in set-up times and the enhancement of production efficiency. 'We ensure that every die is manufactured to clients' exact specifications,' Michael explains. 'This begins with gathering all the right information upfront, including spec sheets from the paper, material or ink supplier, to guarantee a smooth set-up process.'

## Proactive maintenance and training

ROTOCON's support extends well beyond the delivery of a product. The company places a strong emphasis on maintenance, educating clients on the importance of regularly checking and maintaining their tools.

'Die cutting accuracy isn't just about having the right tools, it's about keeping them in top condition,' he points out. 'Our reconditioning team advises clients on the significance of maintaining their cylinders and other components to prevent wear and tear, much like regularly checking the tyres on a car.'

ROTOCON's technicians are trained to identify potential issues before they escalate, offering proactive maintenance advice during their visits. This approach helps clients avoid costly downtime and prolongs the life of their equipment. Michael notes: 'Our tooling specialists don't just drop off a product and leave. They engage with operators, asking about their experiences and addressing any concerns. This ongoing dialogue is crucial to ensuring that our clients achieve optimal performance from their dies.'

In an industry where even minor errors in tool specification can lead to significant production issues, ROTOCON's commitment to clients support and consultation is vital. He explains that large die manufacturers, often dealing with high volumes, may lack the capacity to fully understand each client's specific requirements. 'When clients bypass consultation and go directly to a die manufacturer, they risk receiving a product that doesn't fully meet their needs,' he says. 'That's where we step in – we bridge that gap, ensuring that every tool we supply is perfectly suited to the client's application.'

Training is another pillar of ROTOCON's service offering. The company provides comprehensive die management training programmes, ensuring that operators are well equipped to maintain and use their tools effectively. This training covers everything from proper set-up and tension control to detailed maintenance procedures, all aimed at minimising die cutting issues and maximising efficiency. 'Our training modules are constantly evolving to include the latest best practices in die management,' says Michael. 'We believe that educating clients is key to their long-term success.'

In an industry where the temptation to cut costs can lead to long-term problems, ROTOCON's approach of prioritising quality, personalised service and ongoing support, has enabled it to build strong, lasting client relationships. This dedication to service, combined with a deep understanding of the industry, ensures that ROTOCON remains a trusted partner for those in need of reliable, high-performing die cutting and tooling solutions.