

Dialogic fast-tracks label expansion with ROTOCON

Dialogic is shaking up the label industry with its bold expansion and partnership with **ROTOCON**. Leveraging its expertise in thermal transfer films and new label printing technology, the company is geared to deliver top-tier label solutions at speed.

ESTABLISHED in 1987 in the Bavarian town of Weilheim, Dialogic has built a stellar reputation across Europe for its high-quality thermal transfer films. This reputation has fostered a large and loyal customer base, laying the foundation for the company to dive deeper into label printing.

Recognising the significant potential in this sector, Dialogic was acquired in October 2023 and since then, the company has made strategic moves to integrate itself more firmly within the label printing industry. A brand-new production site has been established in Trostberg and plans are already underway for an additional 800 m² production hall by the fourth quarter of 2024. With these expansions, Dialogic is positioning itself to become a major player in the market.

in accelerating the company's growth: 'The ROTOCON CHROME RFP allows us to differentiate ourselves by offering complex products and integrated services, making us a full-service provider.'

He adds that the CHROME RFP press enables Dialogic to meet a wide range of customer needs, from intricate, high-resolution images and complex graphics to specialised applications like die cutting and foil stamping. The press also supports printing on robust materials such as cardboard and plastics and allows for the integration of security features such as holograms and RFID, which are crucial for counterfeit-proof labels.

The decision to choose the ROTOCON CHROME RFP press wasn't made lightly. Several key factors contributed to Dialogic's choice, including the need



Sachin Sukhlal (ROTOCON technical sales manager), André Klinkow (ROTOCON Europe COO), Andy Zygmanski (Dialogic production manager), Michael Aengenvoort (ROTOCON group CEO) and Neil van der Westhuizen (ROTOCON service technician).

Enter ROTOCON's CHROME RFP

A significant milestone in Dialogic's growth came with the installation of the ROTOCON CHROME RFP 450 flexographic printing press at its Trostberg facility. With its capability to apply up to 12 colours to both the front and back of material, this cutting-edge press is a game changer. André Klinkow, COO of ROTOCON Europe, spearheaded the sale and implementation of the press.

Christian Stähr, managing director of Dialogic, emphasises the importance of this new machinery

for impeccable print quality, versatility in handling various materials and a high level of automation.

The CHROME RFP press excels in producing fine details and brilliant colours with precision, addressing the increased demand for high-quality labels. Whether it's multilayer labels, textile labels printed on both sides or foil applications, this press offers the flexibility that Dialogic's growing customer base demands.

Additionally, the press's ability to handle diverse materials – ranging from paper to adhesive labels, films, shrink sleeves and in-mould labels – was essential to Dialogic's expansion strategy.





Christian adds that the press can work with materials from 20 to 350g and its eco-friendly, energy-efficient design aligns with the company's sustainability goals.

The high degree of automation, especially in setup processes and quality control, was another critical factor in the decision-making process. The ROTOCON CHROME RFP press reduces material waste and increases efficiency, allowing Dialogic to save costs and meet customer expectations with shorter lead times and greater flexibility.

Once the CHROME RFP press was installed, ROTOCON's team of specialists provided comprehensive training to ensure a smooth transition. The implementation included rigorous testing under real production conditions to fine-tune the machine's performance.

Dialogic has already seen impressive results since the press became operational. 'The ROTOCON flexographic press has increased our production

speed and output, allowing us to reduce lead times and enhance our delivery capabilities,' says Christian. 'The high-quality print results consistently meet our customers' expectations and the press's efficiency has significantly reduced scrap and material waste.'

André highlights the strategic importance of this investment for Dialogic: 'The installation of the ROTOCON CHROME RFP flexographic press positions Dialogic as a stronger player in an increasingly competitive market. The improvements in print quality, efficiency and sustainability demonstrate how investments in cutting-edge technology can drive significant growth in the label and packaging industry.'

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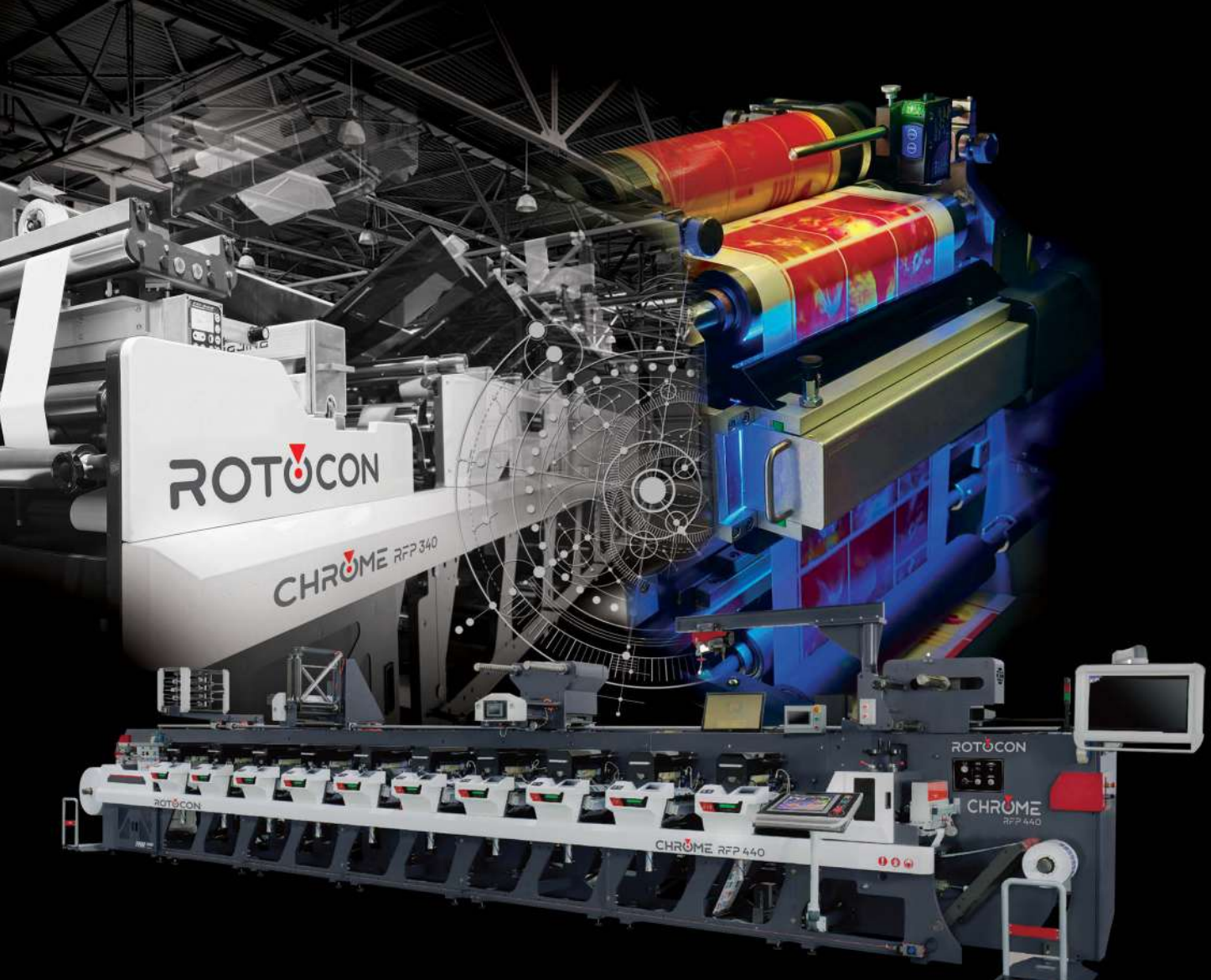
CHROME

RFP 340 | 440 | 520 | 660

FLEXOGRAPHIC PRINTING PRESS

Equipped with the latest Baumüller servo system from Germany, each printing unit of the CHROME RFP press is driven by two independent servo motors — one for the printing sleeve and one for the impression roller. With 23 servo motors driving the 8-colour press and two rotary die-cutting stations, accurate registration while running production at high speeds is ensured.

Please see our [ROTOCON.world](https://www.rotacon.world) news on Pages 40 & 41



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