



Patrick Aengenvoort (ROTOCON director) and Mark Groves (Java Print managing member) with the CHROME RFP 450.

## Java Print levels up with cutting-edge CHROME

**Java Print** is turning up the heat in the label game. The Johannesburg-based label printer has supercharged its print capabilities with the installation of a state-of-the-art CHROME RFP 450 LED press – courtesy of print tech specialist **ROTOCON**. This powerhouse machine delivers razor-sharp precision, next-level efficiency and effortless operation – setting Java Print apart as a go-to force for top-tier label printing across multiple industries.

**FOUNDED in 2006, Java Print has built a reputation as a go-to specialist for self-adhesive labels, sleeves, lidding, wrap-arounds, tags and sachets. While the company primarily serves the food industry – supplying fresh produce brands and major retailers such as Woolworths Foods in South Africa and Marks & Spencer in the UK – it also caters to the pharmaceutical, chemical and FMCG sectors.**

With production nearing full capacity and the demand for top-tier technology rising, Java Print needed a game-changing solution. Enter the CHROME RFP 450.

‘We were close to maxing out our capacity, but we also needed to modernise our machinery. The CHROME press was the perfect solution,’ comments Mark Groves, Java Print’s managing director. ‘Its high-speed operation, precision and efficiency mean we can now offer even more to our customer base. We’ve already showcased its capabilities to several customers and they love what they see.’

This strategic investment positions Java Print at the forefront of innovation, ensuring faster turnaround times, unmatched quality and a competitive edge in a fast-evolving market.

### CHROME of the crop

Mark explains that the company had long relied on equipment from various suppliers. However, as demand for higher precision and more advanced technology grew, it became clear that a more sophisticated solution was needed. Trusting his instincts, Mark took a bold leap of faith and invested in the CHROME RFP 450 LED – without even seeing the machine firsthand.

‘Finalising the deal took some time, but I can confidently say this press has surpassed our expectations,’ Mark remarks. ‘The registration is outstanding and the level of precision we can achieve is unlike anything I’ve experienced before.’

Java Print’s recent work on labels for Oasis Water’s sparkling water range is a testament to the machine’s capabilities. ‘The hardest thing to do in flexographic printing is to reverse copy out CMYK colours. With the CHROME, we managed to do it seamlessly. The Oasis logo’s teardrop is reversed out of multiple colours, yet the edges are so smooth, there’s no visible movement. The press holds registration at speeds of up to 150m/min and the results are impeccable,’ he adds.

The CHROME RFP 450 LED is a powerhouse of innovation,

designed to push the boundaries of print quality and efficiency. This eight-colour press is engineered for peak performance, featuring full LED curing technology and a short web path for optimal material usage. A versatile delam/relam unit on a moveable rail further enhances its functionality, making it a game changer for label production.

Among its standout technical features is a cold foiling station, allowing for premium embellishments that elevate high-end labels. A crossover unit enables the creation of peel-and-read labels, adding versatility for multilayer applications.

Precision is at the heart of the CHROME, with dual servo drives on each print station ensuring impeccable registration stability. The Bosch Rexroth drive package synchronises movements seamlessly, eliminating material stretch or misalignment, while the Erhardt+Leimer inspection system provides continuous quality control, guaranteeing flawless results.

'We knew Java Print produces high-end labels, so we were confident the CHROME RFP 450 would be tested rigorously,' comments ROTOCON director Patrick Aengenvoort. 'And it has delivered. Some companies invest in new machinery but don't always achieve the best results. Here, the CHROME press is running at full potential, handling complex jobs with ease.'

Another major advantage is the LED curing lamps on the CHROME press, which consume about 70% less electricity than traditional mercury lamps with lower maintenance. Plus, while mercury lamps require a 30-minute warm-up time, LED technology is instant. 'The CHROME has significantly improved our sustainability by reducing downtime and minimising waste. Thanks to the short web path, we experience less waste and faster set-up times. These energy savings are especially valuable in a country grappling with electricity challenges,' Mark adds.



### The ROTOCON difference

Beyond the machine's impressive specifications, Mark highlights ROTOCON's exceptional service as a defining factor in Java Print's decision to invest. 'When you're buying a machine of this calibre, you need to trust that the supplier will provide unwavering support. Patrick and his team have been phenomenal in this regard,' he asserts. 'Every issue we've had – minor or major – has been addressed immediately. Patrick answers every call, good, bad or indifferent, and that's what sets ROTOCON apart.'

Java Print also sources its rotary and flexible dies and anilox rollers from ROTOCON, further strengthening their partnership. 'We needed dies urgently and ROTOCON dropped everything to accommodate us within 24 hours. That kind of service is invaluable,' Mark enthuses.



Sachin Sukahal and Tim Shaw (ROTOCON technicians) with Chris Kriel (Java Print production manager) and Patrick Aengenvoort (ROTOCON director).

# CHROME

## FLEXOGRAPHIC PRINTING PRESS

Equipped with the latest Bosch Rexroth 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 drives 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 news](#) on [Page 26 & 27](#)



# ROTOCON