

Another stellar year

At the end of another hugely successful year for Rotocon, GILL LOUBSER tracks the highlights.



The RotoControl stand at Labelexpo Europe 2017 provided an ideal backdrop for a family reunion: Pascal, Patrick, Michael and Marco Aengenvoort.

DURING a year of mixed fortunes for suppliers to the narrow-web printing sector, Rotocon has recorded sales of equipment, parts and tools worth more than R100-million. By anybody's standards, that's impressive!

Heading up this record-achieving team is *pater familias*, Michael Aengenvoort – ably assisted by twin sons, Pascal and Patrick. Completing the family portrait, another son, Marco, based in Germany, is CEO of RotoControl (one of Rotocon's principals).

Sharing news of the year's stellar results with PPM, and understandably elated, Michael is quick to pay tribute not only to Rotocon team members but also to their customers. 'We sincerely thank our customers for our enormous success in 2017,' he comments. 'Without their support, of course, such results would not be possible!'

A review of PPM's pages over the past 11 months provides a truly breathtaking view of sales of equipment and consumables, as well as new principals signed up.

The impressive catalogue of sales includes two MPS flexographic presses; a dozen Rotocon Ecoline RCSI inspection-rewinders, plus three Ecoline digital finishing machines; a RotoControl digital finishing machine with three UV flexo units, plus a RotoControl RSC 540 film rewinder; three AVT Helios S systems with Workflow link; three AVT Argus E Turbo systems, each with six Workflow links to laminators and rewinders; five E+L SmartScan inspection systems; and three K+B TecScreen installations for local production of screens.

In addition, the division that specialises in sales of refurbished machinery has been equally active, delivering multiple presses and inspection/rewinders to customers in South Africa and overseas.

And this is just the list of what has been sold and commissioned this year; many additional pending orders are due for installation soon, so, as always with Rotocon, it's a matter of 'watch this space'.

The year's highlights



◀ The owners of Label Mountain, Stellenbosch – Alwyn Groenewald, Neil Moorhouse and Grant Groenewald – with their technology suppliers of choice, Rotocon's Michael and Pascal Aengenvoort.

▼ In March, Gill Loubser gathered the latest news from Rotocon directors, Michael and Pascal Aengenvoort.

The year kicked off with the sale of a Rotocon finishing line to Label Mountain in Stellenbosch; and also saw the installation of AVT's advanced Helios S inspection system, plus two WorkFlow Links, for integration with two slitter-rewinders at Uniprint's Durban (KZN) plant.

Among news nuggets in March were the establishment of two distinct divisions – Rotocon Consulting & Service and Rotocon Finishing Machines – and the simultaneous emergence of a new collection of Rotocon's own Ecoline brand of finishing machines. Rotocon Consulting & Service embraces installations, training, after-sales service, maintenance, spare parts and consumables, while machinery sales fall under the umbrella of Rotocon Finishing Machines.





Happy with the impeccable performance of the E+L 100% inspection camera system were Pascal and Michael Aengenvoort, and Label Link's James Masakura and Wiaan Stemmet.

Also in March, in another smart move to bolster its product portfolio, Rotocon announced a new principal: Erhardt + Leimer (E+L) of Germany, a specialist in inspection technology. The arrangement also formalised E+L's presence in South Africa, as previously systems were supplied to the local market from E+L's German headquarters. The partnership kicked off on an encouraging note, with two systems immediately supplied to Spec Systems, Johannesburg, and the very next month to Label Link at Brackenfell, Cape Town.

In April, we reported another feather in Rotocon's cap – an additional key name for its burgeoning list of overseas principals, this time Kocher+Beck (K+B)'s TecScreen line-up, providing local label printers with locally-produced screens at affordable cost. And, again, just a month later came news of a first sale to Limitless Labels in Paarl!

PPM's cover story in June focused on the amazing success of Wink products in South Africa, with testimonials from local users – Rotolabel, Universal Labels & Packaging and First Impression Labels.

At Rotolabel, Wink products are in daily use including magnetic die-cutting plates, described as 'lightweight and easy to handle', with non-stick coating

making them ideal for certain product lines, and laser hardening extending their lifespan.

At Universal the focus was on reduced delivery times for flexible dies allowing shorter turnaround times; and at the time, the team was keenly anticipating the arrival of its first Wink SmartGap system to be supplied along with a new digital finishing machine, also from Rotocon.

And moving east to KwaZulu-Natal, Vaughan Cumming, operations director at First Impression Labels (FIL), had nothing but good things to say about the high-quality products and excellent service provided by Rotocon's Durban-based team.

In fact, on the subject of Wink dies, he was emphatic. 'If it's not a Wink die, we don't use it!' he declared.

In addition, FIL's SmartGap system installed on a Rotocon finishing machine was working so well that a second purchase was confirmed.

PPM's July edition proclaimed that Durban's GTV Label Master had replaced two existing rewinders with one Rotocon Ecoline RCSI 330 finishing machine.

And another report in the same issue concerned further developments at FIL. Having made history in 2014 by being the first African converter to install a



▲ Donald Wilds was happy to confirm that one of Rotolabel's recently-installed SmartGap adjustable anvil systems fitted to this press (seen almost centrally in this picture) is working well.

◀ Just-produced! A press-ready screen is jubilantly held aloft by Michael Aengenvoort. With him are Henner Ruiters and Clifford Visser (press operators), Pascal Aengenvoort, Frankie Eiman (production manager), Jean van der Walt (MD), Claud Jeffries (prepress), John Fehrenbacher (K+B's TecScreen product manager) and Cecilia Steyn (newly-qualified screen-maker).

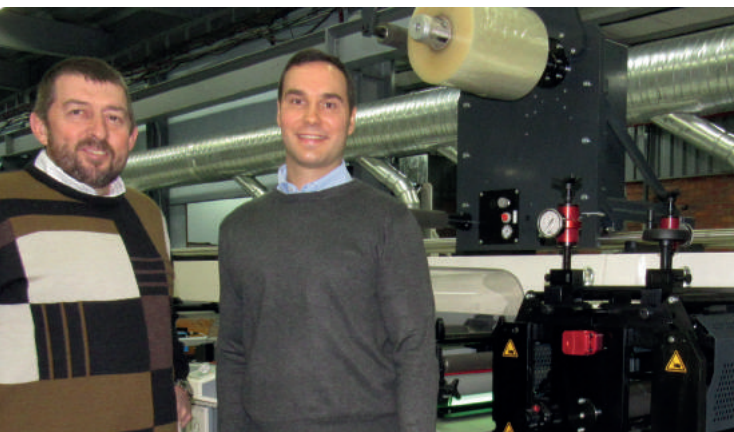


Screen Truepress Jet L350UV digital inkjet label press, FIL continued its pioneering tradition with another round of investments: this time RotoControl's three-colour digital finishing machine and the country's first UV Ray ink system.



FIL's digital finishing machine operator, Shilton Pillay, and operations manager, Abu Hanif, with Rotocon's Pascal Aengenvoort and Durban branch manager, Akhmuth Sayed.

Yet more news in July was the commissioning of an MPS EF 430 flexo press at Universal Labels & Packaging, replacing a 2004 model.



Universal Labels & Packaging's Steve Piper and Rotocon's Patrick Aengenvoort with the latest MPS EF 430 flexo press.

In September, one eye-catching headline was 'Ecoline goes down under!' In Australia, Avonlea Labels, owned by ex-Capetonian Mike Ellis, was the latest in the growing number of customers for Rotocon's Ecoline finishing machines.

In the same issue, came news of Rotocon's

appointment as exclusive South African distributor for Cheshire Anilox Technology.

Both the August and October issues of PPM contained extensive news of the family's myriad activities at Labelexpo Europe, culminating in the announcement of two sales to Durban's VR Print – a RotoControl finishing line and a Screen Truepress Jet L350UV+ press, marking the company's first step into digital printing.

And right now, more Labelexpo news is in the pipeline for the New Year 2018 issue!

Dedicated to customer service

One reason Michael cites for Rotocon's success is the team's dedication to customer service. 'With our head office in Cape Town, and branches in Johannesburg and Durban, we provide customers with outstanding service – wherever they're located,' he maintains.

In Cape Town, Pascal Aengenvoort heads up the sales team, assisted by Marcel Morta (tools) and Lesley Abrahams (reconditioning of solid rotary dies). In Johannesburg, operations are directed by Patrick Aengenvoort; and in Durban, branch manager Akhmuth Sayed also handles sales.

Clearly, judging by the stellar sales over the past 12 months, these people constitute a potent and dedicated army. But above all, as Michael reports, 'Rotocon employees are happy!'

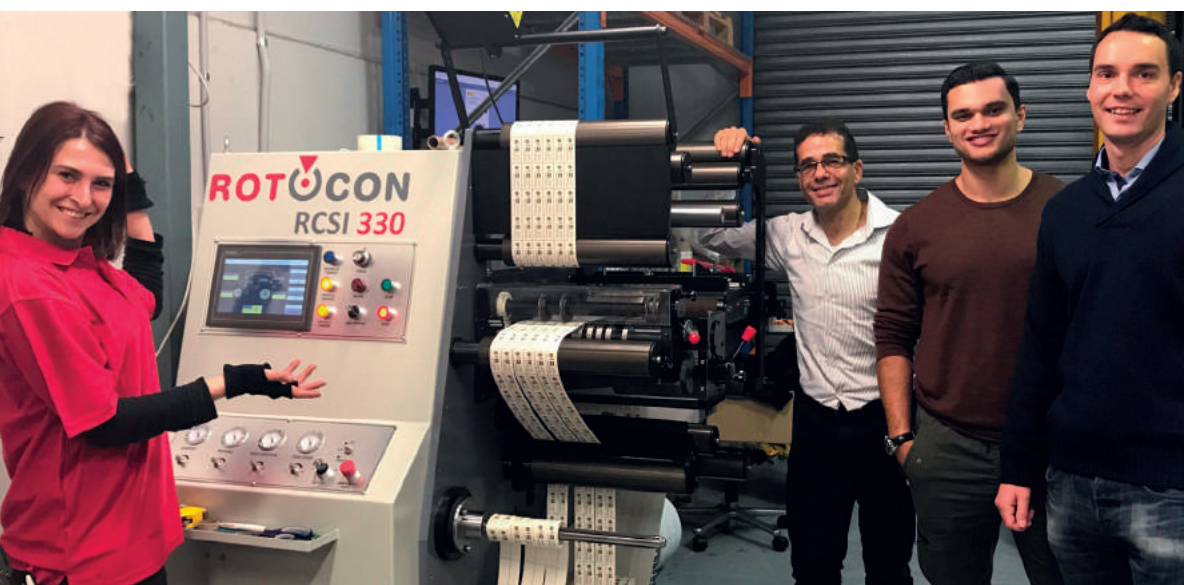
'Also important,' he continues, 'at each depot we have Rotocon delivery vehicles to handle the logistics of transferring orders – such as spare parts, tools and dies – from the airport directly to our customers. We don't leave this to third parties.'

Underlining this commitment are 11 Rotocon-branded vehicles that keep the company's logistics under tight control but also ensure the Rotocon name is seen on the country's roads.

And building on this branding exercise, a strong profile is maintained through Rotocon's ongoing and energetic public relations exercises. Here Michael mentions the enormous impact of the company's regular newsletter, and the excellent results that come from reporting Rotocon's success stories through the pages of PPM.

'We're very happy to advertise in PPM,' Michael insists. 'It's among the best magazines in our industry, not only in South Africa but worldwide!'

And moving down to the all-important bottom line, the company is in excellent financial health. 'Not only do we enjoy excellent relationships with our suppliers and principals, we also have an unblemished record when it comes to paying our bills on time. This is an excellent base from which to enter 2018 and we're looking forward to another great year ahead.'



In Sydney, Australia, Avonlea's Catherine Politis shows off the newly-installed RCSI 330 finishing machine, watched by a smiling trio of Mike and Matt Ellis and Rotocon's Pascal Aengenvoort.