



The latest Rotocon RCSI 330 fitted with an E+L SmartScan inspection unit is now part of the advanced technology line-up at Future Labels. Immensely pleased with its performance are Jason Wilson (production manager) and Elton Neethling (MD). Looking on is Rotocon's Pascal Aengenvoort, responsible for the sale and commissioning of this machine.

Future Labels ups the ante ... again

The latest investment at Future Labels is a Rotocon RCSI 330 slitter-rewinder, complete with an E+L SmartScan inspection system, again raising the bar when it comes to meeting customers' quality and service demands, reports GILL LOUBSER.

BACK in 2010, the purchase of a Mark Andy 2200XL eight-colour press propelled Cape Town's Future Labels into a new arena in the printing of complex self-adhesive labels for the FMCG sector. That bold investment was typical of the company's ongoing quest for excellence, and was the forerunner of consistent moves to remain abreast of ever-changing technology. Now the most recent manifestation of that strategy is the acquisition of a Rotocon Ecoline RCSI 330 slitter-rewinder, fitted with an E+L SmartScan inspection unit.

This drive for excellence is led by MD, Elton Neethling, who reports that the policy is undoubtedly paying dividends. 'There are plenty of businesses manufacturing and selling labels, but we aim to do more than that,' he comments. 'We offer CARE (in capital letters) which is the differentiating factor! We

will invest in anything that increases our ability to take care of our customers.'

Expanding on that statement, it's Elton's opinion that quality should be 'a given'. However, he adds, it's vital to provide customers with innovative ways of creating end-of-line label products and the expected degree of service.

And that's what lies behind the latest investment in the Rotocon line.

'Our customers' loyalties have to be carefully nurtured,' Elton insists. 'Customers can move to another supplier at any time, so it's imperative that we fall into line with their needs and expectations. The Rotocon slitter-rewinder and SmartScan inspection feature provide us with the speed and flexibility we need to process jobs quickly and efficiently,' he continues.

'The new line quickly identifies any issues that might occur as a result of our high-speed printing and converting processes, ensuring that only perfect labels are dispatched to customers, while meeting their critical lead times.'

Cost-effective production

But this isn't the only imperative in a dynamic operation such as Future Labels. 'It's also all about understanding costing, and how to ensure cost-effective production in a highly competitive market. The SmartScan is another weapon in our armoury to ensure we do not waste time and money by delivering non-conforming products,' says Elton.

Another feature of the management ethos at Future Labels is to take a longer-term view in recessionary times.

'We've always set visions and goals and know where we're going with short-, medium- and long-term plans. But we're also flexible. If we find it necessary to invest in new technology or to improve staff skills, then we do so. It's important to listen to customers, as we aim to provide whatever the market needs, not what we think the market wants,' Elton contends.

Investments such as the latest Rotocon and SmartScan underline Future Labels' vision of creating a business that incorporates strong values supported by a well-structured and secure environment, where customers' expectations are met through the manufacture of high-quality products – on time every time.

Rotocon ties up with Cheshire

ROTOCON has recently been appointed the exclusive South African distributor for Cheshire Anilox Technology.

'Having worked with Cheshire Anilox for over a year, being offered exclusive representation in South Africa for the company's laser-engraved ceramic anilox rolls and sleeves was of great interest,' comments Michael Aengenvoort, CEO of Rotocon. 'With our current product mix for label and flexible packaging applications and our experience with on-site installations and service, Cheshire Anilox technology is a valuable addition that we can now offer South African printers.'

Cheshire Anilox Technology has invested in the latest fibre laser systems, the most technologically advanced ceramic coatings and inspection and volume verification systems and is established as one of Europe's leading suppliers of anilox rollers.

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