

## ROTOCON sets up DuPont™ Cyrel® distribution division

**SINCE its appointment in October as the new DuPont distributor of the Cyrel® brand of flexographic plates and platemaking equipment in South Africa, ROTOCON has received its first shipment of inventory and is already fulfilling orders from its dedicated warehouse near the OR Tambo International Airport in Johannesburg.**

New orders can be turned around the same or next day if stock is available in the local warehouse and will be delivered using ROTOCON's fleet of vehicles. Orders placed outside of Johannesburg, Cape Town, and Durban will be delivered by courier.

Johannesburg-based director, Patrick Aengenvoort, who was responsible for securing the warehouse space and setting up the dedicated division with the appointment of Prashika Naidu as operations manager and Sachin Sukhlal as technical sales manager, comments: 'We considered the infrastructure required to back-up the products and give them our full attention,



ensuring that our customer service and satisfaction philosophy is carried through just like with our other principals and in-house Ecoline brand.'

'When you move consumables, the whole supply chain needs to be streamlined so that you keep control and ensure customers receive their orders timeously and aren't kept waiting,' Prashika states. 'The warehouse is conveniently located five kilometres from clearing and forwarding agents, and close to major freeways and major routes, which is important because we deliver all the way up to the North-West Province.'

As operations manager, Prashika manages the warehouse and is responsible for customer service liaison, interacting with sales and management, stock control and forecasting, as well as quotations. 'My primary aim is to ensure the communication channels are open between all the role players in our supply chain so that we can guarantee that the right customers receive the right stock for their needs at the right time.'

As technical sales manager, Sachin Sukhlal – who joined Rotocon two years ago as a field service technician and who has experience setting up plates, processing and prepress imaging equipment as a distributor and a plate division manager at a printing

company – is well-qualified to troubleshoot prepress issues and to identify customers' equipment and consumable needs.

Sachin believes that this partnership represents a fantastic opportunity for ROTOCON and DuPont™ to expand its strong positions in the print and packaging market. 'We are certain ROTOCON will be able to bring its well-known high level of service and expertise to this endeavour.'

His sentiments are echoed by Kevin Naidu, DuPont's local account manager. 'ROTOCON is bringing market reach, enthusiasm, proactivity in terms of their market approach, and a thirst for knowledge to our partnership,' Kevin states. 'I've been impressed by how much the team has learnt so far and that they are already passing this information on to the market. Going forward, I'm confident that they'll be receptive to new technology introductions and market the brand very well.'

'Customers, such as repro houses, will also benefit from the various avenues of support as ROTOCON can now supply the press, finishing equipment and flexo plate raw materials. Additionally, customers will be able to achieve the best productivity and quality because ROTOCON is facilitating communication, collaboration and expertise between its technical team and DuPont's,' Kevin concludes.



### **ROTOCON achieves ISO 9001:2015 certification**

**ROTOCON's Johannesburg manufacturing facility has been awarded ISO 9001:2015 certification for the manufacturing of precision solid rotary dies, print cylinders and accessories for the label printing industry.**

ISO 9001:2015 specifies the terms and definitions that apply to all quality management system standards developed by ISO/TC 176. It acts as an enabler for organisations seeking sustained success, confidence in meeting their product and service requirements across the supply chain, and an improvement in communication with interested parties through a common understanding of the vocabulary used in quality management. The quality management system also provides the organisation's customers with confidence in its ability to consistently provide products and services conforming to their requirements.

'ISO 9001:2015 certification is another example of our commitment to supplying high-quality products and top-class customer service, which are integral to our continued success,' remarks director and co-owner, Michael Aengenvoort. 'We're pleased to be awarded this highly regarded certification and congratulate and thank our team for their efforts in this exciting achievement.'

In December 2018, the Johannesburg branch took delivery of a state-of-the-art Haas VF3 CNC centre that automatically finishes rotary dies, ensuring a perfect cutting edge 100% of the time.

In addition to improving quality by eliminating possible human error in hand sharpening, the CNC centre speeds up resharpener time and improves cutting edge accuracy.