

# ROTOCONNECT

ISSUE ONE



**CHROME**  
Affordability  
meets versatility

**#teamROTOCON**  
Meet the  
Gauteng team

**SCREEN**  
Europe on  
the move

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Contributing journalist Anton Pretorius



Seasoned journalist Anton Pretorius has been writing, researching and creating content for 18 years. He began his career working in newsrooms before holding the position of editor, production editor and online editor for a myriad of B2B and B2C magazines and publications. Comfortable with both pen and camera in hand, Anton is an award-winning wordsmith with a knack for producing engaging and creative content across a multitude of media platforms. Anton believes in being heads-down and hands-on, with an eye for detail and a nose for a story.

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# Content

---

4

Welcome to ROTOCONNECT

5

Meet the ROTOCON marketing team

7

CHROME Customise your competitive edge

9

Meet the #TEAM ROTOCON GAUTENG

15

GTV LABEL MASTER - From rags to riches

17

AVVO LABELS - A dynamic digital duo

18

CE Steward- Investing in trust

21

ON THE SHELVES - The wine label evolution

22

EyeC ProofRunner HighLight-Series

23

PANTEC- Personalising the design without compromising on the tactile effects

27

SCREEN Europe on the move

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# Welcome to ROTOCONNECT

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It is our pleasure to share the first edition of ROTOCONNECT.

As a ROTOCON customer, partner, or new to ROTOCON, we hope this publication brings you interesting news about our industry, our team members, and the products we represent.

This edition features our new CHROME range of printing and finishing equipment; an introduction to our team in Gauteng; installation successes at our customers GTV Label Master, AVVO Labels, and CE Stewart; and updates from our partners EyeC, Pantec, and Screen.

We are proud of our reputation for delivering quality equipment and providing reliable after-sales service. For us, it is not only about selling machines, but solidifying relationships with clients and the greater industry.

Michael Aengenvoort  
ROTOCON Group CEO





## Meet the ROTOCON Marketing Team

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Since the inception of ROTOCON, Banie Stafford and Heather Roth have played passionate roles in marketing and building the ROTOCON brand.

With 15+ years running his agency B Creative, Banie supports customers in the packaging and print industry with the roll out of marketing campaigns and supporting advertising, social media, website material, and brand strategy.

Heather has worked with companies in the printing industry for the past 10+ years as Heather Roth Communications, with a focus on content marketing (website, press releases, newsletters, and blogs), and social media.

The concept of ROTOCONNECT was born as another platform for ROTOCON to connect with customers and their operators to share company news, customer installations, partner updates, and wine label trends. ROTOCON will continue to be a strong supporter of PPM, WineLand Magazine, and The GAPP.

We are excited to launch ROTOCONNECT and hope you enjoy reading it as much as we enjoyed producing it.

We thank Roz Woodiwiss, PA to Banie Stafford, for her brilliant suggestion of 'ROTOCONNECT' as the title of this publication.

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# ROTOCON CHROME

affordability meets versatility



## Customise your competitive edge

There's a real buzz in the market over ROTOCON's new CHROME range of printing and finishing equipment. This new series of machines provide label and flexible packaging printers with greater customisability and modular upgrade options to expand their portfolios and attract new customers.

The success and proven reliability track record of the ECOLINE range, as well as the changing needs beyond the self-adhesive labelling industry, has prompted the launch of the latest revelation from the ROTOCON stable, the CHROME RDF (ROTOCON Digital Finishing) machine.

CHROME follows ROTOCON's ECOLINE range of printing and finishing equipment launched in 2017 featuring solid, vibration-free construction, an open design, easy-to-use control panel, and the most up-to-date printing technology.

ROTOCON founder and group CEO Michael Aengenvoort says the evolution of the CHROME range was born from customers' requests for more customised solutions. "Without breaking the bank, customers can now benefit from a machine where each model is developed according to their specifications to successfully run a wider range of materials and applications."

The CHROME series of machines provide label and flexible packaging printers with greater customisability and modular upgrade options to expand their market reach. ROTOCON can tailor-make its CHROME machines with more converting options at a very attractive price and quality level.

For converters serving the wine industry, ROTOCON can customise the CHROME RDF (ROTOCON Digital Finishing) embellishment package accordingly to include cold and hot foiling, embossing, and rotary screen printing.

For printing stretchable unsupported films, ROTOCON offers a drive package for the CHROME RFP (Rotocon Flexo Press) to produce labels across multiple substrates (20 to 600µm), fast set-up times, and a wide range of packaging application possibilities.



Banie Stafford (B Creative) and Michael Aengenvoort (group CEO of ROTOCON) with the CHROME machine.





Michael Wang, MD of ROTOCON Asia, who oversees the production of and design changes to the ECOLINE range of machinery in China.

Christian Karodza, (ROTOCON technician) busy with a new CHROME RDF 340 installation in Paarl Western Cape.



Similarly, the CHROME RSI (vertical) and RSH (horizontal) slitting, inspection, and rewinder systems can feature this upgraded drive system to rewind tension-sensitive filmic materials such as shrink, BOPP, and PET at output rates of up to 320m/min. Additionally, it replaces manual crush knife or razor slitting with an automatic slitting system.

Michael compares the ECOLINE to buying an economy class seat on an airline. "With an economy class ticket, space and options are limited. The same goes for ECOLINE, you know exactly what you're getting when buying this machine. The idea with CHROME is to give customers more versatility just like when upgrading to a business class ticket minus the premium price tag."

He says there was a need and an opportunity to fill a specific gap in the market. "With the ECOLINE, customers came up to us and said: 'I like the price, but can you add this, or tweak this? We saw the need for a machine that still bears the same economic price tag and quality, but something that's modular and versatile.'"

The ECOLINE and CHROME machines are developed and manufactured in the China-Singapore Suzhou Industrial Park (SIP) area and overseen by Michael Wang, managing director and shareholder of ROTOCON Asia.

We wanted CHROME to be branded separately from the ECOLINE range," states ROTOCON sales director Pascal Aengenvoort. "The quality standard of these machines is outstanding. What's great is that you can now stay completely within the ROTOCON family, even when you require more high-end applications."

## In tandem

To provide further distinction in label production, ROTOCON's CHROME RDF also perfectly complements the SCREEN Truepress series of inkjet digital printing machines, offering clients the best of both worlds.

In the label production space, there's a trend among wine businesses who require shorter runs with more variants and tailor-made labels. To meet changing markets requirements and significantly increase productivity, more label printers are opting to invest in the SCREEN Truepress Jet L350UV+ series and the ROTOCON CHROME RDF. The combination allows printers to not only retain market competitiveness but also increase capacity and broaden their offering to customers.

"It maximises the value offering to clients," comments Pascal. "The CHROME is the perfect digital addition to the SCREEN Truepress by maintaining quality and productivity, even when converting unsupported films."

Both systems support a wide range of media and multifomat, short-run applications, as well as improve on industry-recognised productivity levels. The low-migration inkjet Truepress Jet L350UV+ system is the perfect choice for converters to produce cost-effective premium quality labels quickly and efficiently.

"This combination makes financial and business sense," says Pascal. "It offers unrivalled levels of functionality and provides a competitive edge for printers."



# Keep the gears turning

Each member of the ROTOCON team – with his or her own unique skill set – is an integral component in ensuring the company runs like a well-oiled ECOLINE machine. We feature #TeamROTOCON Gauteng to find out what makes for a happy and productive work environment.

## Meet #TeamROTOCON Gauteng

From upper management to grinders, sharpeners and cleaners, the mood at ROTOCON's Edenvale, Johannesburg branch is friendly, vibrant, efficient, and generally positive. But what constitutes a happy and productive company culture? Here's what ROTOCON staff members had to say:

Patrick Aengenvoort  
ROTOCON Director & Co-founder

Q: To what do you attribute ROTOCON's productive company culture?

PA: A company's ethos invariably percolates down from the person at the top. We realise that our staff is our most important asset and without them, we cease to exist. We're not autocratic, but we do live and work by defined values and that the rest of the company follow similar customer-winning behaviour patterns.

Q: How do you reinforce a specific company culture?

PA: Our staff knows that simply sporting ROTOCON t-shirts isn't enough. We're looking for people who live and breathe the brand. I'm happy to say that our staff continually reinforce company values and that the 'ROTOCON DNA' is displayed often and proudly. It's from this management style that the overall company culture flows.



Patrick Aengenvoort  
ROTOCON Director & Co-founder

Q: How does this translate into growth for ROTOCON?

PA: We put our money where our mouths are. We've invested heavily into developing our staff, especially our technicians dedicated to offering superior customer service. The technical and maintenance assistance aspect of our business is extremely important. Not only are we dedicated to developing our employee's skill sets, but we've cultivated a reputation for reliable and efficient aftersales service, ensuring our customers are happy and satisfied. A win-win.



Shepherd Chiwara  
Position: Sharpener

"ROTOCON's owners make us feel included in the company's plans and future."



Esrom Ralefatane  
Position: Sharpener

"Management is open and transparent. Often, a simple acknowledgment that we're heard goes a long way."



Marcus Mojela  
Position: Grinder & sharpener

"Supervisors don't hesitate to reward good work, either with a few extra days off or other incentives."



Lesiba Mojela  
Position: Grinder & sharpener

"I really appreciate the developmental support. There's always training opportunities and career mentoring."



Meshack Sakhonegka  
Position: Grinder

"I'm able to grow and develop, whether it's new responsibilities, challenges, courses, skills or new knowledge."



Gilbert Mabilo  
Position: Driver

"The culture and environment encourage teamwork and communication."



Joele Mojela  
Position: Sharpener

"Sometimes it's the little things, like providing recognition for a job well done."



Shawn Harmse  
Position: Sharpener

"ROTOCON recognises and rewards employees frequently."



Msizi Mchunu  
Position: Driver

"The company offers benefits beyond the basics. I feel like I'm looked after."



**Witness Numvula**  
Position: Cleaner

"ROTOCON bosses set an example. They're always positive and happy and it's contagious."



**Pretty Ngwenya**  
Position: Quality Controller

"Team members are consistently rewarded with higher-value projects when they show initiative."



**Glen van der Merwe**  
Position: Sales Manager

"It's an environment where we feel connected and part of something bigger and more fulfilling."



**Jan Malema**  
Position: Dye- and Woodcutter & Carpenter

"My superiors always show appreciation for my work, and are never afraid to say 'thank you'."



**Lebo Makhutja**  
Position: Fitter & Turner

"The vibe here is one that encourages teamwork, which creates opportunities for us to learn from one another."



**Lars Jöris**  
Position: Operations Manager

"I've been with the company for a long time. I trust the owners because they're honest and ethical."



**Righteous Ngondi, Lourens Pretorius & Saul Mguni**  
Position: CNC Operators

"Energetic, efficient and it's like one big family!"



**Ephraim Mguni**  
Position: CNC Operator

"Staff and co-workers are treated with respect at ROTOCON."

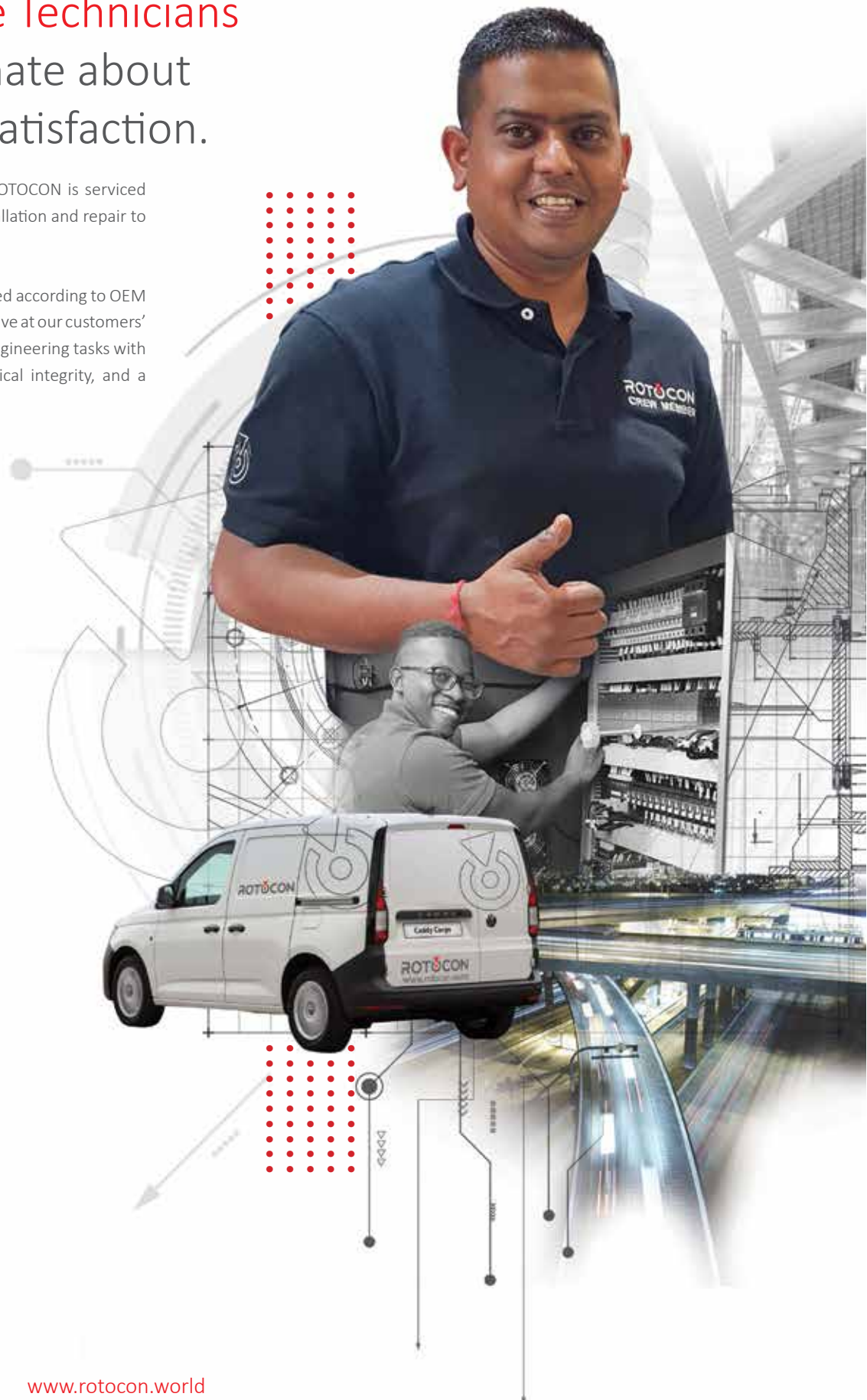




## Our **Service Technicians** are passionate about customer satisfaction.

All equipment supplied by ROTOCON is serviced by our technicians: from installation and repair to operator training.

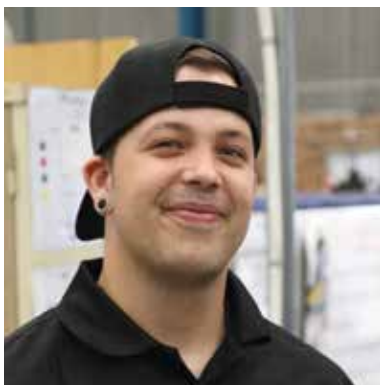
Rigorously trained and certified according to OEM standards, our technicians arrive at our customers' locations ready to perform engineering tasks with a hands-on approach, technical integrity, and a get-it-done mentality.





Noli Makhambi  
Position: Personal Assistant to  
Patrick Aengenvoort

"ROTOCON is diverse, and you always  
feel like you're a part of the team."



Damian van Wyk  
Position: Internal Sales

"ROTOCON created a career path  
for me because I was willing to show  
initiative."



Albie (Albertus) Groenewald  
Position: CNC Programmer

"The company offer employees the  
opportunity to make a difference  
through their work."



Alex Kgalte  
Position: Machine Operator & Grinder

"Easy. We're one big happy work  
family."



Lebo Mosia  
Position: Machine Operator & Grinder

"Good pay, good benefits, and great  
bosses!"



Tim Shaw  
Position: Technical Manager

"There's great employee engagement  
and comradery among staff."



Sachin Sukhlal  
Position: Technical Sales Manager

"The company is supportive in every  
aspect of the job."



Manush Sukhu  
Position: Service Technician

"I feel privileged to work for a company  
with such a great reputation in the  
printing industry."



Prashika Naidu  
Position: Sales Representative (DuPont)

"It's a positive work experience that's  
part of a rich, fulfilling life."

# SCREEN Truepress Jet L350<sup>UV</sup> SAI



## EXTENDED COLOUR GAMUT

7 colours  
to ensure  
superior colour  
reproduction  
while reducing  
the ink film

## HIGH PRODUCTIVITY & QUALITY

Speeds up to  
80m/min that do  
not compromise  
the superb print  
quality

## STABILITY

The reliability and  
colour stability of  
the SAI is second  
to none with a  
proven uptime of  
over 90%

## EASY OPERATION

Automatic head  
cleaning and  
other touch  
screen operations  
makes your  
operator love this  
machine

## BROAD APPLICATION

Truepress ink  
works with a wide  
range of standard  
media and is  
compliant with  
many global ink  
regulations





# From rags to riches

Against all odds, GTV Label Master built a successful printing business in Durban. Their secret? Sheer determination, a streak of luck and a touch of brotherly love.

After the death of Thangvaloo Pillay in 1992, the man who founded Durban-based Label Master, his three sons, Ravi, Ricky and Vernon stepped up and took over the business. In honour of their late father (said to be a larger-than-life individual), the brothers renamed the business GTV Label Master. From humble beginnings, the business has grown into one of Durban's most prosperous printing companies.

In 2004, the Pillay brothers built their very own state-of-the-art factory in Clare Estate, Durban, boasting an impressive array of printing equipment, both flexographic and digital. But according to co-owner and production manager Ricky Pillay, the road to success was paved with many hurdles along the way.

"Every cent we made was ploughed back into the company," he comments. During those early years, the business was struggling and the brothers were at their wits end. With R1000 to their name, they headed to the Wild Coast Sun Casino in an attempt to turn around their fortunes. As it happens, luck was on their side. The brothers won the jackpot and used the money as an initial down payment for a printing press.

However, local print equipment suppliers were not so forthcoming as they had expected, and the Pillays were turned away, and at times, even laughed at. Faced with a dilemma, the brothers turned to ROTOCON, and established a 20-year partnership built on trust and shared values. Ever since, ROTOCON has been GTV Label Master's primary machine distributor, with 90% of the equipment on its floor supplied and installed by ROTOCON. Today, GTV Label is a one-stop ROTOCON shop.

Gleaming with pride on GTV Label Master's factory floor is a ROTOCON ECOLINE RFP 340 flexo printing press (with complementary ECOLINE Pro Mount plate mounter) and the recently purchased SCREEN Truepress Jet L350UV SAI S digital printer.

Factory manager Collin Naidoo says investing in the ECOLINE RFP 340 was a no-brainer for the business. Being no stranger to ROTOCON's range of machines, Collin says the flexo press was put to work immediately. "The simplicity of its design and user-friendliness enabled our team to adapt easily."

Each printing unit on the ECOLINE RFP 340 is driven by a separate servo motor, designed for optimal ink transfer and pressure adjustment to guarantee crisp-dot printing in high line counts, text, linework, solids, adhesives and varnishes. "We're able to fine-tune as we go," explains Colin. "It can be done quickly, by simply adjusting the corresponding pressure setting device on both sides."

15



Pascal Aengenvoort (ROTOCON sales director) and Michael Aengenvoort (ROTOCON group CEO) celebrating GTV Label Master's investment in a SCREEN Truepress Jet L350UV SAI S digital press with co-owners Vernon, Ricky and Ravi Pillay.

GTV Label Master were able to eliminate the need for manufacturing brackets to use on existing plate mounters thanks to the decision to invest in the RFP 340 and Pro Mount at the same time. "The Pro Mount," says Colin, "is easy to operate and enables the mounting of flexo plates on different cylinders without having to change brackets."

By investing in a SCREEN Truepress Jet L350UV SAI digital label press (also courtesy of ROTOCON), GTV Labels were able to break into new developing markets in the printing sector. Besides being an advanced and intuitive piece of equipment, Colin says the SCREEN was brought about a fundamental mind-shift in label production. "It's hands-down the most flexible and automated machine in its class."

The machine has allowed the business to deliver faster turnaround times and produce quality labels, which according to sales manager Vernon Pillay, has opened up new revenue streams from an emerging class of customers. The SAI S series' improved colour reproduction and scalability has enabled them to meet an even wider variety of market needs. "This press will give us the competitive edge in the digital label printing sphere, especially in the Durban Metropolitan area."

All three brothers agree that the regular service and exceptional support from ROTOCON has been invaluable over the years. "ROTOCON provide after-sale services and technical support that's unparalleled. They're at our every beck and call, 24/7, and we've always been able to count on them to delivery quickly and efficiently," comments Ricky.

He says working with ROTOCON group CEO Michael and sales director Pascal Aengenvoort is a major benefit for the team because of their extensive knowledge and expertise. "More importantly, it's their dedication to ensure that everything runs smoothly that we really value."

GTV Label Master might have had a difficult journey to the top, but Ravi says values like family, unity and love have kept the business going through the tough times. "It wasn't easy, yet we persisted. With unwavering support from the likes of ROTOCON, we've managed to succeed and grow our business."

## Trained by the best

With its field technicians receiving extensive training on-site at SCREEN's headquarters in the Netherlands, ROTOCON is well positioned to serve local customers with superior technical support on the Truepress Jet L350UV digital press series.



Tony Gill (SCREEN Europe regional service manager) and Kyle Hattingh (ROTOCON service technician).

Apart from the warm welcome he received at SCREEN's headquarters in the Netherlands last year, ROTOCON service technician Kyle Hattingh describes his training experience as interesting and memorable. "The training is hands-on and practically-driven, so when issues arise, you're able to connect on a personal level. I'm grateful to ROTOCON for offering me this opportunity."

Kyle believes the SCREEN Truepress Jet L350UV is a one-of-a-kind machine. Of all the printing presses he's worked on, Kyle feels the SAI series has the best applications to get the job done. "The technology is constantly evolving and improving. For print service providers (PSPs), the machine saves a lot of time. It's easy to manipulate the different colours, and allows for quick samples and tests. Its ease-of-operation is another fantastic feature."

While this digital inkjet press seems straightforward at first glance, there's a lot more happening behind its panels. According to Kyle, there's an array of different settings and parameters that allows PSPs to manipulate the press to deliver exactly what they need it to. "The machine is intuitive, and allows a seamless transition to digital printing."

Kyle didn't have much trouble wrapping his head around the technical aspects of the SCREEN Truepress Jet L350UV SAI. "The overall design makes it easy to install and provide technical support." Kyle, assisted by SCREEN Europe's regional service manager Tony Gill, installed two Truepress Jet L350UV SAI machines this year, one at Avvo Labels and another at GTV Label Master in Durban. "Both installations went smoothly," he comments. "My training prepared me for it, and it was good to put it into practice."

# A dynamic digital duo

To keep up with the demand for digital printing, AVVO Labels rolled the dice and invested in its second SCREEN Truepress Jet L350UV digital press, displayed proudly at its newly-established modern premises in Durban.

Eight months after the disastrous floods ravaged KwaZulu-Natal, our recent visit to Durban revealed encouraging signs of normality returning to the province. AVVO Labels has seen business pick up again. General manager Ronnie Rampirith says it was a dark time for the company. AVVO Labels purchased its first SCREEN Truepress Jet L350UV+ in 2021, only to see it tragically succumb to severe water damage a few months later when the flood water swept through his premises.

But it was ROTOCON Group CEO Michael Aengenvoort and his son, sales director Pascal Aengenvoort who came to AVVO's aid. The duo negotiated and brokered a deal with insurers, and secured a new machine through the claim, a brand-new, top-of-the-range SCREEN Truepress Jet L350UV SAI S digital press.

AVVO has shown a knack for being resilient during tough times. During Covid, when most other printing businesses were struggling to make ends meet, AVVO signed a lucrative deal with the health department, printing labels for sanitation dispensers and containers on a frequent basis. "It kept us going during a difficult time," comments Ronnie.

Now with business back on track, the company has noticed a surging demand for digital printing. To remain competitive, AVVO purchased its second SCREEN digital press, knowing that together with its ECOLINE RDF 330 digital converting and finishing machine, the company had the edge over its competitors.

The ECOLINE RDF 330 features a full-rotary flexo print unit, an unwind/rewind unit, a cold foil and lamination/delamination module, and a die-cutting station that can be used in semi- or full-rotary mode. AVVO also recently purchased a CHROME RPF 450 flexo press from ROTOCON, which is currently en route to its premises in Durban. We'll report as the story unfolds.

"It's a digital match made in heaven," says machine operator and floor manager Basil Odiar. He says both machines are perfectly integrated. "The servo-driven ECOLINE RDF 330 complements the digital press, handling substrate thickness from 40 to 250g/m<sup>2</sup> and the UV ink curing system supports printing on any media."

Basil was full of praise for the SCREEN Truepress L350UV+ SAI. "It's a seriously impressive machine. Its ease-of-operation, range of flexible features and vivid, high-quality colours make it a dream to operate." He says the digital press offers a production speed of 60m/min and its printheads provide smooth reproduction of halftone images, while colour blending allows subtle tones and photorealistic quality.

Pascal Aengenvoort (ROTOCON sales director), Michael Aengenvoort (ROTOCON group CEO), Basil Odiar (AVVO Labels machine operator and floor manager), Banie Stafford (B Creative Marketing) and Akhmuth Sayed (ROTOCON Durban branch manager).







Michael with Ronnie (AVVO Labels) alongside the company's their Rotocontrol finishing machine.

"The machine is much faster, and the overall improvement of the design makes it a lot more intuitive and efficient," comments Basil. He believes it's also the robustness and reliability of the SCREEN digital press that differentiates it from others in its class. "We cannot afford downtime whatsoever, so working with a machine with this level of reliability is an asset for our business."

But it's not only the machines that show consistency. Ronnie says the impeccable support and service they get from ROTOCON staff is unrivalled. "With their technical expertise and constant support, we've been able to deliver better to our customers, which in turn, has allowed us to grow our business. We owe our success to ROTOCON."

## Investing in trust

Nash Soodhoo, general manager of CE Stewart, a prominent label and packaging producer in Durban, believes real service cannot be bought or measured by any monetary means. "Here, we believe real service means honesty, integrity and attentiveness."

This philosophy has put CE Stewart in good stead over the years, establishing itself as one of Durban's frontrunners in innovative labelling and packaging solutions. The company delivers a wide portfolio of products and services focused on specific markets and customer requirements. CE Stewart

produce custom-designed labels, packaging, corrugated board and boxes and supply printers and industrial machinery with back-up service.

With a state-of-the-art production line and a highly-dedicated fleet of staff with decades of experience in the print and packaging industry, CE Stewart is a prominent supplier to the pharmaceutical, confectionary, medical, retail, resellers, edible oil, motor, security, industrial and FMCG industries.

Nash says the secret to exceptional service is forming lasting relationships with clients, but also delivering individualised solutions to all its clients' needs. "We guarantee quality, efficiency, quick turn-around times and great customer experience at the best prices."

Last year, the company invested in a ROTOCON ECOLINE RFP 340 LED flexographic printing press, a Pro Mount platemounter and a Pro Clean anilox roller cleaner. The flexo press was purchased primarily for the production of self-adhesive labels and converting unsupported films. CE Stewart has also purchased four rewinding machines from ROTOCON over the past three years. The company is also the proud owner of a ROTOCON RJP (ROTOCON Jumbo Slitter) 1600, and is currently awaiting delivery of a brand new CHROME RFP.

This series of investments formed part of CE Stewart's long-term vision to grow the business. According to Nash, the project was a culmination of nearly 17 years of building a lasting partnership with print technology supplier ROTOCON. Today, roughly 80% of the printing equipment that occupies CE Stewart's factory floorspace is exclusively ROTOCON-supplied.

Nash says the project to expand and pursue new market opportunities started in 2018. After Nash and company director Roy Soodhoo did their homework, they realised ROTOCON's range of machines made the most financial and business sense. "We put a lot of faith in ROTOCON's expertise. We liked the quality and functionality of their technology, and we knew that this was the best fit for the company's needs," says Nash.

Nash and Roy were particularly impressed with the UV-LED curing system and servo-driven technology of the ECOLINE RFP 340. The UV-LED curing system improves the energy footprint across the dual web path, and the filmic material isn't affected by the UV curing temperatures during printing, thanks to a water chiller system linked to the anvil roller.

Each printing unit is driven by a separate servo motor designed for optimal ink transfer and pressure adjustment, resulting in crisp, consistent printing in high line counts, text, linework, solids, adhesives and varnishes. Furthermore, the BST web guiding and inspection systems maintains high



levels of quality during printing. The precision helical gear transmission of the lightweight aluminium print cylinders was designed for high accuracy while the unwind unit is equipped with a corona treater, dust cleaning unit and static system for maximum printing stability.

But for Nash and his team, the proof of the pudding was in the eating. CE Stewart ran 38µm BOPP film trials for a customer, and because BOPP tends to stretch, it's regarded as a difficult job. "The press held perfect register and we were impressed with the machine's capabilities and level of quality."

A relationship built on trust and integrity was imperative for Nash and his team, and he was pleased with ROTOCON's level of professionalism and service. "Michael and Pascal Aengenvoort live and breathe the ROTOCON brand, and realise the importance of maintaining relationships with customers. The exceptional after-sale service made the investment process a breeze. Together with Durban branch manager Akhmuth Sayed, the ROTOCON team played a key role in growing our business," Nash concludes.



Pascal Aengenvoort (ROTOCON sales director), Akhmuth Sayed (ROTOCON Durban branch manager), Michael Aengenvoort (ROTOCON group CEO) and Nash Soodhoo (CE Stewart general manager).



## The Perfect Blend

Screen's Truepress Jet L350UV SAI is the most flexible and automated digital inkjet label production system in its class.

Paired with ROTOCON's premium CHROME RDF 340/440 digital printed label converting and finishing system, you can have the best of both worlds when producing self-adhesive wine labels.



**SCREEN**  
Truepress Jet  
**L350UV SAI**

**CHROME**



# The wine label evolution

Hand-drawn, minimalistic, arty and Instagram-ready. Wine labels today are more varied – and important – than ever before.

For too long, wine's beauty was traditionally contained inside the bottle, and did not necessarily reflect on the bottle. Family crests, gabled farmhouses and aristocratic designs dominated this sphere, making the act of choosing wine a difficult, if not intimidating, one.

But as South African wine has grown in stature in recent years, more and more wine labels are increasingly reflecting a fashionable status with eccentric and quirky designs that truly convey the essence of what's in the bottle.

"We're definitely seeing a trend towards very artistic, hand-drawn, minimalistic expressions on labels – almost like little fine-art pieces," says Brenden Schwartz, owner of Cape Town-based design agency, Bravo Design. Brenden and his team are responsible for the delightful creative work of several well-established wine brands in South Africa, including Vinoneers' Orpheus & The Raven, a label that has caught the eyes of judges at several major international label design competitions.

The Orpheus & The Raven label is completely hand-drawn and depicts a scene that has baroque undertones with modern twists. The illustration is inspired by the etchings of Albrecht Dürer, one of the grand masters of the German Renaissance. Each elaborate scene tells a story with cues of symbolism that is hidden within.

The trick in attracting new devotees, says, Brenden is telling the story of a brand without writing an essay on its life history. "The legends on many back labels are long and deadly boring. And, as any will tell you, 'Ain't nobody got time for that.'"

With the vast range of wines on the shelves and the prominence of social media platforms as marketing tools, Brenden believes impact and eye appeal are everything. "Brand owners are thinking outside the bottle to complement what's inside the bottle and ensure that their product rises to top of mind and stays there." According to him, consumers set the trend and packaging innovators must follow. "People are visual creatures by nature and packaging needs to communicate a positive experience to attract the consumer initially."

Vollherbst Labels, an innovative label printer in Germany with a range of South African wineries as clientele, launched the digital brand called LABELinmotion, applying augmented reality to wine labels, allowing a new wave of beautiful designs to engage wine consumers via animated or real-life interpretation on their mobile devices.



Orpheus & The Raven wine range, designed by BRAVO, was the runner-up in the global Business Drinks Wine Design Awards 2020.

Vollherbst also introduced craftLABEL, a unique process that incorporates natural materials, metal particles or flavours into a wine label. For winemakers, the soil is one of the most valuable elements of their craft, and has a decisive influence on their wine. Managing owner Matthias Vollherbst says with craftLABEL, wine drinkers can now literally feel the rock particles from the vineyard, adding a tangible detail to the wine's story. "That's how you tell stories about origin today. Not only visibly, but also tangibly to add authenticity and make it stand out in a highly competitive market."

Brenden says in the current market, craft is key and trendsetting consumers are asking for contents and packaging that spark a conversation and engage their sense of taste, touch and sight. "Full-colour designs, simple artwork in a single colour, premium foiling, bright colour coatings as well as beautiful wraparound patterns are all in vogue internationally and locally. Creativity and innovation are the order of the day," he concludes.

craftLABEL is an innovative process that incorporates natural materials or flavours into a wine label.



# EyeC ProofRunner HighLight-Series

Entering a new product category and gaining market share, packaging plays a crucial role as a brand ambassador. Especially in the premium segment of luxury and consumer goods, iconic packaging design that conveys a clear brand message is decisive in the purchase decision. Complex and high-quality finishes such as hot stamping, holograms, or blind embossing, as well as counterfeit-proof integrations, are part of the core business of manufacturers. Aiming to meet the growing demands of customers, EyeC has developed the ProofRunner HighLight series.

The latest system generation includes four modular inspection systems for 100% inspection of highly finished labels (ProofRunner Web HighLight) and folding cartons (ProofRunner Carton HighLight). Thanks to its unique HighLight illumination, the premium market-developed systems quickly and reliably create a homogeneous image of complex luxury labels and cartons, allowing the precise inspection of hot stamping, cold foil, holograms, or blind embossing. To benefit from additional flexibility and performance, customers who own a ProofRunner HighLight can upgrade to the HighLight UHD anytime.

The UHD expansion mode offers exceptional image quality, even at larger inspection widths. With the latest high-speed and high-resolution 8K color camera, the UHD mode detects even the tiniest defects without sacrificing production speed. A higher number of pixels allows deviations to be delimited more precisely, ensuring 100% quality. Additionally, you can ensure that all text and graphic elements are accurate and complete, colors are consistent and correct, and brand or product logos have no defects.



Discover new markets with the ProofRunner HighLight series and visit [www.EyeC.com](http://www.EyeC.com)

# Personalising the design without compromising on the tactile effects

Handmade, exciting with a strong character. Craft beer finds its origin in backyard breweries in the USA, but its philosophy has since spread across the entire globe. Its development takes place within a great number of high quality regional products, which are witnessing an increase in demand, due to the eco-friendly necessities of today's consumers. This results in manufacturer's increased requirement for higher quality packaging.

An improvement of digital print or metallic finish through flatbed embossing can generate a visual and haptic experience, which is otherwise only found on luxury products. The implication is even possible in a cost-effective manner for small batches.

With the objective of meeting the requirements for haptic embellishment, the tool manufacturer H+M, the designer Zweischnyder, the foil specialist Kurz, the printing company All4Labels and Pantec have cooperated and created the production example "Kyburg Craft Beer" to demonstrate the possibilities.

Analog meets digital:  
The cooperation partners



Patterns and tactile effects enhance digitally applied components in a unique manner

In the area of small batch package and label production, digital applications are usually the first choice. With digital printing, the quality is on par with classic printing processes; digital metallisation also already delivers shiny results. Applying haptic effects is currently outside of the capabilities of digital solutions. Hard edges, various embossing shapes and nano-/micro-embossing can only be achieved through analog application methods.



"Kyburg Craft Beer" is a sample for high quality product packaging, used in small batches. The digital components and metallic effects are transformed into brilliant effects through analog blind embossing.

Gone are the days of 'digital vs. analog', where both technologies would compete against each other. Obviously, it's possible to work together - "analog meets digital" is the name of the game. Here both technologies can benefit from each other's advantages to guarantee the product's recognition.



## Kyburg Craft Beer: The manufacturing steps

Six different motifs- a total of 6,000 labels- were produced for the “Kyburg Craft Beer” sample. In the first step, the metallic effect is applied to the blank substrate using a digital transfer solution. In the second step, the colours are applied by digital printing. In the third step, the label is refined with haptic and visual effects by using the flatbed embosser. At the end of the line, the labels are die-cut and weeded.



Step 1- Applying the metallic effects



Step 2: Printing the colors



Step 3: Embossing of haptic effects and nano/micro patterns

## Supplementary embossing offers numerous embellishment possibilities

Haptics is considered the first sensory channel, researchers describe it as a sense of truth with which whatever that is seen can be verified. Haptic effects are particularly appealing to consumers — an invitation to touch and grasp. These are the best possible complements to visual effects, and together they create an eye-catching, individual brand design.



Embossing tools allow an optical improvement of designs with the addition of haptic elements.

The “Kyburg Craft Beer” labels show the multitude of possibilities in the combination of digital and analog processes; nano-/micro-embossing as well as relief embossing transform the coloured and golden surfaces into a landscape of light, refractions, shadows, perceptible grooves and edges. Finally, a texturing blind embossing of the background gives the label material the appearance of structured paper and thus enhances its value. This is done with the embossing quality of the RHINO® and the precise embossing tools from H+M- which transform the labels into real eye-catchers.

## Additional 3D embossing of metallised or printed elements

Both printed and metallic elements can be supplemented with a high-end relief by means of embossing. Therefore the substrate is shaped tri-dimensionally in the pre-printed or metallic areas.



## Subsequent NanoEmbossing of metallised elements

With nanon-/micro-embossing, very fine patterns are worked into the stamping die. This distorts the metallised surface of the substrate and creates impressive, optical reflection effects. Both an eye-catcher and difficult to copy at the same time.



## Structuring of the substrate

With the right parameters, blind embossing can be used to apply the substrate with an individual structure. This allows unique surfaces to be implemented on basic substrates.



"It is advisable to focus on central elements in the embellishment design, such as the logo. Then the required embossing tools can permanently remain in the machine. A logo provided with micro embossing can thus become a trademark with a high recognition value."

Berat Abazi  
Project Engineer | Pantec GS Systems AG

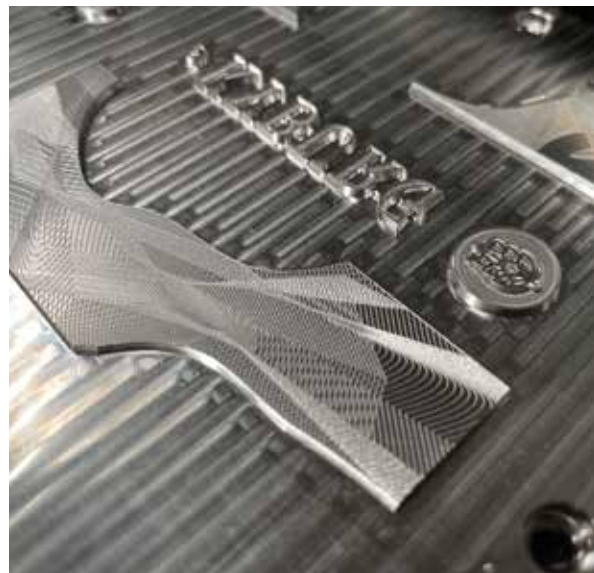
## Efficient flat embossing system- success factor for short runs

In the field of high-quality embellishment of labels and packaging, foil embossing applied through a hot stamping process is the undisputed number one. This is solidified by precise embossed edges, impressive relief depths and pronounced gloss.

The only disadvantage of this process is that when changing jobs, not only the embossing tools but also the foils have to be swapped out. This is not a problem with medium runs, but with short runs, as in the case of regional products, the downtime for changing the foils and the embossing tool becomes the decisive factor for economic implementation.

The solution: the metallisation is applied by the digital process and the tactile effects by an embossing tool. This means that only the embossing tool needs to be changed on the embossing machine, which can be done quickly with a quick-change system like on the Pantec RHINO®.

In addition, the investment in the flat embossing system is considerably lower because the machine- as in the case of the Pantec RHINO®- can be purchased without a foil attachment.



By supplementing printed or metallised elements with embossing, extraordinary visual and haptic effects can be achieved.

## Intelligent design concepts and flexible embossing tools ensure cost-effectiveness

A central cost factor in flatbed embossing is the embossing tool. With variable small jobs, however, it does not necessarily mean that a separate embossing tool is needed for each job.

On the contrary: a smart design concept makes it possible to implement the majority of jobs on the basis of one main tool. If new personalisations are to be refined, this can simply be added to the existing embossing tool.

"The demand for embellishment is still high, it's even increasing. But it's changing. We are currently observing a development away from classic hot embossing towards



transfer finishing with additional blind embossing. We're working solely with the deformation of the paper and can thus create a variety of impressions that can be precisely matched to the respective brand design."

Thomas Löchner  
Creative Manager | Hinderer + Mühlich GmbH & Co. KG



The appropriate flatbed system for short runs

From a production technology point of view, two factors are essentially decisive for the selection of a suitable flatbed system. On the one hand, the demands on the embossing quality are extremely high so that effects such as 3D embossing or micro/nano structures can be realised. On the other hand, a quick changeover of the machine must guarantee productive operation. With the RHINO® E, Pantec offers a perfectly tailored embossing system that can be integrated into any converting system.

Kick short runs up a notch with tactile effects.

Short-run embellishment gives you a unique opportunity to offer your customers unique packaging solutions in the high-value, regional products segment.

Visit [www.pantec-gs.com](http://www.pantec-gs.com) for more information or visit [www.ROTOCON.world](http://www.ROTOCON.world)





# SCREEN Europe on the move

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27

Digital inkjet manufacturer SCREEN Europe is moving its headquarters to a new 5,400m<sup>2</sup> facility in Aalsmeer, the Netherlands. At almost two-and-a-half times the size of its current office, the new building will consist of the SCREEN Inkjet Innovation Center Europe, a showroom and experience centre where SCREEN Europe's customers can learn more about the future of digital inkjet printing.

The move to the building is taking place in three phases: the warehouse has already moved, the offices are scheduled to move in December, and the showroom will follow in the spring of 2023.

In 2023, SCREEN Europe will say a final goodbye to its old headquarters of 40 years. "Amstelveen has served us well as a central base to support our growth in Europe," says Taishi

Motoshige, marketing director at SCREEN Europe. "But to continue to grow in the current business field and to develop new business in the other fields, we simply need more space to display our products.

As well as displaying more of its own digital printers in Aalsmeer, including the Truepress Jet L350UV SAI, SCREEN Europe will become a true center for innovations in digital printing. "This means that together with our partners in software and finishing, we want to offer our customers the total and most innovative printing picture – showcasing what the future of printing will look like," says Taishi.

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## SCREEN updates Truepress logos to clarify product development for individual printing markets

SCREEN GA has updated the respective product logos for its Truepress series brand of digital printing systems. The changes intend to clarify SCREEN GA's development of products and solutions for each of the commercial/publishing, label and packaging markets. The company plans to begin shipping presses bearing the new logos from spring 2023.

The new designs are based on the concepts of tradition and innovation, and use traditional Japanese color schemes with simple, refined lettering.

With this combination, SCREEN GA sets out to communicate its technological strength and ability to innovate to the world. These features have long been associated with companies based in its home city of Kyoto, Japan's ancient capital. Going forward, SCREEN GA plans to continue its development of products with market-specific branding to be better able

Truepress JET  
Truepress LABEL  
Truepress PAC

to differentiate the solutions it can deliver to each field. It's also focused on continuing its efforts as a solution creator. Through this, it can provide new value to its customers and promote further growth in its respective markets.



# Bringing people together

Supporting vulnerable communities  
in South Africa. Commitment to  
youth and technology development  
in the industry.

We are humbled to play a part in  
helping and honouring others.

