

# ROTOCONTROL

your finishing partner

## Crackingnews

### Remaining competitive with digital printing



**Durban-based Avvo Labels has invested in a Screen Truepress Jet L350UV+ and a Rotocon Ecoline RDF 330 digital label converting and finishing system, both purchased through Rotocon, to keep abreast of the market's ever-changing needs.**

'We didn't want to get left behind, which can happen so easily because technology changes so rapidly,' says GM, Ronnie Rampirith. 'It was also important for the company to continue growing, increase capacity, expand its portfolio, and broaden its offering to customers so that it retains market competitiveness.'

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.

According to Ronnie, digital printing enables Avvo Labels to provide its customers with highly-customisable and excellent quality products in quick turnaround times.

Ronnie adds that because the artwork is such an important aspect, Avvo Labels has employed a DTP operator to assist customers. 'By doing it in-house, we make it more convenient for customers and ensure that the quality of artwork adheres to our exacting standards.'

To further enhance digital label quality and productivity, Avvo Labels also invested in a Rotocon Ecoline RDF-330 finishing machine.

The finishing machine 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.

The RDF-330 is also very flexible because of the numerous optional add-ons.

Commissioning and training for both machines took place in June. Rotocon's Michael Aengenvoort explains that a dedicated WhatsApp group created for this process helps to ensure that everything runs smoothly and that questions are answered timeously.

Machine operator, Basil Odjar, commends the Screen Truepress Jet L350UV+ technology's user-friendly features, flexible solutions and vivid colours. 'After 27 years' experience in the industry, it's exciting to use a press that is so flexible, retains its quality consistently, and completes jobs quickly.'



Basil Odjar (Avvo Labels) and Pascal Aengenvoort (Rotocon) with the Screen Truepress Jet L350UV+ digital press, purchased through Rotocon.

# ROTOCONTROL

your finishing partner