

FOR IMMEDIATE RELEASE

## GrafiSoft now representing ROTOCONTROL in Chile and Ecuador

*GrafiSoft brings 20 years experience and strong presence in the industry.*

LINAU, Germany (May 14, 2020) – ROTOCONTROL has appointed GrafiSoft as its local distributor in Chile and Ecuador for its [range of high-speed label and digital hybrid finishing machines](#). GrafiSoft's Managing Director and President Francisco Fernández along with Business Development Director Francisco Javier Fernández and Technical Support Specialist Pablo Despiau Burgos will play a vital role in supporting this region alongside Francisco Soto, Director of Sales Latin America for ROTOCONTROL.

Established in 2000, GrafiSoft brings 20 years experience and strong presence in the industry and is backed by a dedicated and well-established service team. GrafiSoft specializes in integrated technology solutions that increase productivity, improve quality and reduce costs by automating processes, representing AVT, Domino, Esko, and X-rite among others in its portfolio.

“GrafiSoft's strong print knowledge and established industry presence with label printers, supported by an experienced local service team will serve the ROTOCONTROL brand well in Chile and Ecuador,” said Soto. “ROTOCONTROL's broad range of label finishing solutions are an ideal offering for their diverse market needs, from low-cost to highly modular machines for roll to roll label inspection/slitting, booklets, in-mould labels, die cutting, and digital label finishing + embellishments.”

GrafiSoft is headquartered in Chile and has a local office in Ecuador.

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### About GrafiSoft

GrafiSoft specializes in integrated technology solutions that increase productivity, improve quality, and reduce costs by automating processes.

The GrafiSoft portfolio serves the industrial market, graphic arts and packaging and label industry, offering a wide and varied range of solutions in both software and hardware.

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Francisco Soto (ROTOCONTROL) and Francisco Fernandez (GrafiSoft)

### **About Rotocontrol International GmbH**

ROTOCONTROL, a wholly owned subsidiary of EMT International ([www.emtinternational.com](http://www.emtinternational.com)), designs and manufactures leading-edge finishing machines for label inspection, slitting, rewinding, die cutting, overprinting, digital and booklet printed labels, for converters in the narrow web industry. Available globally, ROTOCONTROL offers machines from smaller basic rewinders to feature-rich, sophisticated models with multiple options featuring S-Drive servo technology enabling maximum web control for the most delicate film and foil materials.

With facilities in Germany and the USA, ROTOCONTROL maintains the highest level of product quality through ease of use, absolute control and flexibility with a focus on operator safety and efficiency. A large customer support team is based at both facilities providing 24x7 remote service. ROTOCONTROL is the partner of choice in the finishing of label products.

### **Meet us at the Finish Line**

[www.rotocontrol.com](http://www.rotocontrol.com)

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