

Stand the test of time

IN the real world, business starts and ends with relationships, and successfully managing those relationships is the secret to success. For ROTOCON and long-standing Johannesburg-based label printer Rebsons Labels, it took nearly 40 years for trust to develop and flourish. Since last year, Rebsons purchased not one, but two ECOLINE RDF 340 machines from ROTOCON, which goes to show forming partnerships that will stand the test of time requires perseverance and understanding.

Rebsons purchased their first rewinder machine from ROTOCON nearly 35 years ago in 1988. However, the company's managing director Benny Friedman and ROTOCON group CEO Michael Aengenvoort's paths crossed long before then. At the time, Benny decided to remain loyal to his primary press supplier, and Rebsons and Michael's relationship extended only to the buying and selling of consumables and tooling – specifically WINK dies – during those early years. 'Our relationship with Michael grew steadily,' remarks Benny. 'Actually, Michael and I started doing business when his sons, Pascal and Patrick were still attending school,' he quips. In 1996, Benny bought his second Rotoflex inspection rewinder from Michael, – the first in Africa that came equipped with a video camera system. 'We used it mainly for doing quality control on pharmaceutical labels, and to this day, it still works exceptionally well.'



Rebsons managing director Benny Friedman and ROTOCON group CEO Michael Aengenvoort.



The CHROME RDF 340

Last year, Rebsons received enquiries and orders for peel-and-read multilayer labels used mainly in the pharmaceutical sector. Benny contacted ROTOCON director Patrick Aengenvoort for suggestions on printing equipment that could help him accommodate his customers. In November 2022, the CHROME RDF (ROTOCON Digital Finishing) 340 was installed at Rebsons' premises in Johannesburg. The beauty of the CHROME is that it's modular and customisable. 'It was exactly what I needed,' says Benny. To help solve the peel-and-read puzzle, Rebsons' CHROME machine features an unwind, print and adhesive function. 'We print a special adhesive on the bottom layer of the paper. We then laminate another top layer of paper before it gets die cut.' The RDF 340's multi-lamination function also assisted in this regard. 'Even though it's been less than 12 months, we haven't looked back since we've installed the CHROME. It delivers superior production and quality at an affordable price tag. From a financial point of view, it makes complete sense.' Then, in July, the second ECOLINE RDF 340 was installed at Rebsons. 'My problem was capacity. I couldn't finish orders fast enough. The second ECOLINE 340 RDF has really helped us to keep up with the demand,' he explains. With that, Benny says the ECOLINE RDF 340 is an incredibly user-friendly piece of equipment, which has also contributed to making his life, and the lives of his staff, a whole lot easier. Benny and his team print one new label at least once per week.

Service you can trust

Today, Benny is thoroughly impressed with how both machines operate. 'The capabilities are incredible. There's hardly ever a problem, and we're enjoying uninterrupted operation now.' He's full of praise for ROTOCON's support and after-sales service. 'What really impresses me is the availability of ROTOCON staff, from the director to the technician, they're at your every beck and call, 24/7.' He says the technical training that ROTOCON supplied on both machines has proven to be a valuable addition to the business. 'The technical training from ROTOCON's was sublime. Within a month, he transformed one of our staff members, a complete novice, into a fully-fledged machine operator capable of running both machines on his own without any supervision. This level of service made a real difference in our business.'

According to Michael, ROTOCON is not only a print equipment peddler. 'From the training to the support and after-sales service, we believe in offering every client a turnkey solution that will evidently help grow and expand their business. Because the customer's success is our success.'

Says Benny, 'Reluctance is not a word associated with ROTOCON. In fact, they're always striving to get involved and stuck in. Whether it's Michael, Pascal or Patrick, the Aengenvoort's are the kind of people who go out of their way to assist. They'll sit down with us to discuss issues, go into the factory, talk with operators, measure and look at a problem from every angle before finding an appropriate solution. What's great is that they're not just a bunch of suits. No, they're very much hands-on.' According to him, business is not built on sales, but on relationships. 'ROTOCON has always come to the party, and they've always been there for us, just one of the reasons why this is a business relationship that has withstood the test of time.'

[Read more about Rebsons Labels on page 55](#)



Michael Aengenvoort (ROTOCON group CEO), Benny Friedman (Rebsons Labels managing director), Carlton Motolla (machine operator), Linda Madonsela (supervisor), Norman Maja (die-cutter) standing next to the CHROME RDF 340.

Coming next

In the next issue of *PPM*, look out for another instalment of **ROTOCON.World News** where we discover that's ROTOCON's knack for exceptional sales and support knows no borders. We speak to Serge Pigeot, owner and managing director of Simp'ex, a label printing company based in Port Louis, Mauritius catering to the island country's booming tea market. Serge recently invested in a ROTOCON RFP flexographic press. We speak to Serge about the performance and capabilities of the machine, and his experience in dealing with the ROTOCON team. Don't miss it.

