

# Create value with colours

Food product packaging usually only comes to the attention of the consumer once it has been damaged, if it lacks appeal or is complicated to use. Yet the packaging of food products carries important information, some of which is a legal requirement. For **Rotoflex**, it is these legal regulations in particular which continually prescribe new requirements for the production of food product packaging and the manufacture of printing inks.

**I**n the production of food packaging, the manufacture of the respective printing inks is the first step in the entire process. This means that changes to statutory requirements – for example, concerning permissible constituents or their levels – continually present new challenges for the manufacturers of printing inks.

Rotoflex, based in Grenchen, Switzerland, is pleased to accept this responsibility.

As an ink manufacturer for food packaging printing, Rotoflex forms a key part of the process chain and guarantees legally compliant colours and lacquers for all countries in which the company has a presence.

## Over 30 years of experience

Rotoflex is a leading supplier of solvent-based rotogravure and flexographic printing inks, colour batches and lacquers for the food packaging industry in the high-quality segment. Since its establishment in 1975, Rotoflex has remained an independent company with a head office in Grenchen. Over 75% of the products manufactured by Rotoflex are exported.



Rotoflex offers a mix of experience and product innovation.



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## Customer wishes take first priority

The customers of Rotoflex are constantly confronted with new demands. Here, continual improvements to processes, new ideas in the market place and the enhancement of profitability constitute the critical framework for success. It is against this background that Rotoflex offers a comprehensive spectrum of services.

In every project, the objective is to gain a better understanding of the customer and their processes, and to make their wishes and requirements an overriding priority. This applies equally to prepress aspects as it does to ink store management, the optimisation of print processes and needs-based further training programmes and initiatives.

## Premium portfolio

For Rotoflex, colours are a passion, creative solutions the challenge and shared successes constitute recognition of the company as a dependable partner. Over 30 years of experience and wide-ranging technical expertise enable Rotoflex to offer its customers a premium portfolio.

All this combines to make Rotoflex AG the right partner for the challenges of today and tomorrow. ☒

**Further information**  
Rotoflex AG  
Website: [www.rotoflex.ch](http://www.rotoflex.ch)

