

Creating value with colours

The production, processing, distribution, retail, packaging and labelling of foodstuffs are strictly governed by a mass of laws, regulations, and codes of practice and guidance. Companies which work in or supply products for the food industry therefore face a number of thorny challenges, as does the Swiss supplier of inks and lacquers, Rotoflex AG from Grenchen.



The company building is an optical highlight in Grenchen

Rotoflex AG, an independent Swiss company, 100% family owned, is a leading supplier of rotogravure and flexographic printing inks, ink concentrates and lacquers for the food packing industry in the high-quality segment. The Swiss company has dedicated itself to the development and production of first-class inks and lacquers which are based on a state-of-the-art infrastructure and in-depth know-how. "We have both at our disposal and therefore guarantee the high quality of all of our products in every respect," General Manager, Heinz Frieden claims.

The company's product range is as multifaceted as the printing industry for package printing itself. Yet, there are three important features that must always be followed: packages protect the food products from inside and out, create emotions and have a high value. Taking these aspects into consideration, Rotoflex develops trends, fulfilling the high demands in food law, and consistently focuses on its key skills by developing new food packaging and packaging designs which continuously set new challenges to printing ink and lacquer manufactures. Nonetheless, Rotoflex has grown in order to face up to these challenges.

Founded in 1975, Rotoflex's original and traditional focus lies in varnishes. Since its foundation, the company has developed continuously and in recent years has even

grown to a greater extent than the market. During the last three years, turnover increased yearly by over 10% to 34 million CHF, and production was increased to around 6,000 t. With the rebuilding of the headquarters, which are located alongside the production facilities in Grenchen, after the devastating fire of July 2005, additional capacity and jobs were created. Due to the agents and sales offices in Germany, France, Italy, the Czech Republic, Bulgaria, Russia and the Ukraine, the proportion of exported products exceeds 75%. However, Rotoflex's management sees the Eastern European market as its most important future market, due to the positive development it has undergone in the past years. "The Eastern Europe market has grown by 20%, especially concerning packaging", Mr. Frieden explains.

The company's organization, together with local entrepreneurship in various countries, combines all the advantages of rapid decision-making within a centralised administration structure. Rotoflex is able to satisfy even the most demanding customer requirements. Proof of this is provided by the many customer-specific developments that have come into being thanks to close collaborations and individual matching to the needs and requirements of every single customer. In addition, the customers benefit directly from

individual consultants and the comprehensive practical experience of Rotoflex specialists. A further strength of Rotoflex is also the proficient technical support, which represents a direct link to the customers.

For the future, Rotoflex will continue to take all its aspects and outline conditions of the entire value creation chain into account and maintain the clear added value for its customers. Last but not least, the selection of an ink and lacquer manufacturer is a matter of trust. That is why Rotoflex stands for sustainable, respectful, long-term partnerships.



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