

Dynaflex finds good value in SP Ultraflex's reliable and robust PRIMASLIT® RL Slitter- Rewinder

To fulfil the high out-put requirement, Dynaflex purchases PRIMASLIT® RL Slitter- Rewinder from SP Ultraflex for its ambitious project.

Established in 1984 in Vadodara Dynaflex is focused on manufacturing high-quality CI Flexo printed material. It started its operation by doing packaging jobs for Detergent; today, Dynaflex is a multi-corer company. Labels Flexibles and More (LFAM) spoke to Mr. Siddharth Vora, Director for Dynaflex, about its recent purchase of a Slitting-rewinding machine for SP Ultraflex.

LFAM: Please provide a brief introduction about your company.

Siddharth Vora (SV): My father, Mr. Niranjan Vora entered the

converting business in 1971. We started with the packaging jobs for Detergent and gradually entered into diaper packaging, but diapers were less popular in the 80s; hence the volumes were low.

Our first factory was set up in Vadodara, followed by a few more factories in the same city.

With the demand for sanitary napkins shooting up in the 90s, our business with leading brands like Whisper leapt. It was in the 90s when we diversified into flexible packaging, particularly the carry bag business, which was in huge demand with the onset of the shopping complexes and chain stores culture. Prominent brands that we served included

Westside, Raymonds and Amway.

In 2003, we started with courier bags which was a small market. In 2007, we contacted DHL, who were importing their courier bags. Our breakthrough with DHL was followed up with similar arrangements with brands like Amazon and Flipkart, who reached out to us for their requirements. That is how we entered into the e-commerce business.

From 2008 onwards, we have added security envelopes to our range, an area where we are today considered the leading supplier.

LFAM: What drives the decision when it comes to the purchase of Plant and Machinery? What are the aspects that you consider non-negotiable when making a selection?

SV: First and foremost importance is the machine's quality, including the built quality, components used, and aesthetics. The ease of use, i.e., operator convenience, also plays an important role.

We at Dynaflex believe in buying machinery which not only performs well and is convenient to operate but also looks good in terms of aesthetics. After all, the machines on the floor contribute a lot towards the overall aesthetics of the plant.

LFAM: SP machines are priced significantly higher than its nearest competitors, but you still invested in a slitter rewinder from SP. After running the machine for several months, has the premium you paid fetched commensurate returns? Can you elaborate on the areas where the device has delivered additional value?

SV: We do not have any other make slitter rewinder with us except SP ULTRAFLEX. The slitters we had earlier were very basic drum-type



slitters since most of our business was of converting bags and not films and did not require a highly automated slitter rewinder machine. However, things changed in the last couple of years when we started supplying in reel form. This move created the need for a highly productive slitter.

We made a thorough market study and compared apple-to-apple before investing in SP ULTRAFLEX's technology. The additional premium paid was justified by the additional value received in the machine and the professional approach of SP Ultraflex's team.

A major factor that swung our decision in favour of SP Ultraflex is its ethical and professional approach. We were impressed by the patient hearing they gave to our concerns and wish list during the inquiry stage. The committed team went on to ensure that the machine they built for us addressed all of them.

LFAM: The Ahmedabad- Vadodara belt is a hub for flexible packaging with a high density of converters. Since you are into special applications so far, are you planning to cater to the flexible packaging line anywhere in the future or want to be focused on security films only?

SV: As you may have gathered from my answer to your first question, the strength of Dynaflex lies in its diversified product portfolio. We have always explored new areas to enter into, often at a very nascent stage, like in the case of the hygiene industry and courier bags. Because of our infrastructure strength and capabilities, we have always taken advantage of every opportunity. And the same approach will continue in the coming years.

However, let me add that we are now looking to increase our export revenue.

LFAM: How was your overall experience dealing with SP from Pre-sales to commissioning to after-sales support? Would you repeat your decision in favour of SP for future expansions?

SV: The overall experience so far has been excellent. Their communication is very smooth and transparent. As I mentioned, a major reason for investing in SP ULTRAFLEX technology was the brand's professionalism in its activities. We have all reason to repeat the same decision for our future expansions.

LFAM: Do you have any plans for expansion in the near future? Can you share some details with us?

SV: We have bought land between Vadodara and Halol, which is nearly double the size of our existing setup. We are still deciding on our concrete expansion plan for this unit, which will be a separate entity altogether.



INDIA'S PIONEER MANUFACTURER OF CERAMIC ANILOX ROLLS & SLEEVES

Narrow Web Flexo / Label

Wide Web Flexo

CI Flexo

Offset

Corrugation

Film Coatings

Speciality Coatings

ATAC Acme Tactile



Offering the highest release of inks and varnishes
ATAC- Acme Tactile

AHDW High Density White
AHDW – High Density White



transparent label printed with acme high density anilox

transparent label printed with normal white anilox

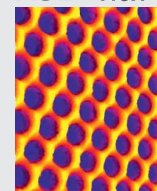


Contact : +91 9925008300
www.acmerolltech.com

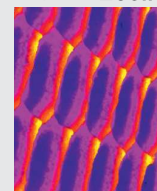
Survey No 605, Giramtha, Pirana-Miroli Road,
Nr. Pirana Gam, Ahmedabad 382425, Gujarat, India

ACE Advanced Channel Engravings

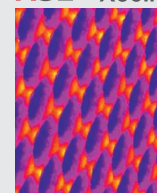
ACE - Hex



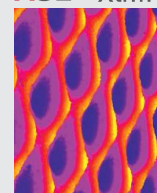
ACE - Ecell



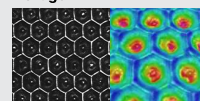
ACE - Xcell



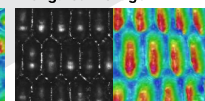
ACE - Xtrm



AH60
Hexagon



AH80
Elongated Hexagon



MADE IN INDIA

www.acmerolltech.com