

## Dialogic accelerates entry in label industry with ROTOCON

DÄTGEN, Germany (July 23, 2024)—[Dialogic GmbH](#) recently installed a CHROME RFP 450 flexographic printing press from ROTOCON at its new production site in Trostberg, Germany. The sale and support of the CHROME RFP press was led by André Klinkow, Chief Operations Officer of ROTOCON Europe.

Founded in 1987 in the Bavarian town of Weilheim, Dialogic has built a high level of expertise throughout Europe in thermal transfer films. This resulted in a large customer base that has placed their trust in Dialogic's many years of experience and a high potential for expanding into label printing.

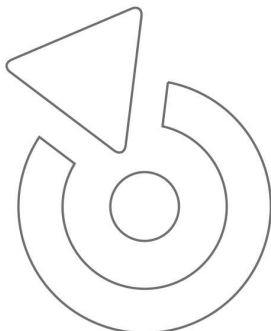
To capitalize on this opportunity, the company was acquired in October 2023 to expand operations and integrate it more closely into the label industry. A new production site followed in Trostberg equipped with four presses specializing in blank labels, and an additional 800 m<sup>2</sup> production hall is planned for the fourth quarter of 2024.

"With the ROTOCON CHROME RFP press, Dialogic is now positioned to quickly accelerate our expansion growth in the label industry by differentiating us in providing complex products and market integration as a full-service provider," said Christian Stähr, Managing Director of Dialogic GmbH.

"We can now accommodate our customers' unique requirements and range of applications with high-resolution images; complex graphics or fine text; all types of die cutting (contour, perforation, creasing, register, hole, etc.); printing capability on robust materials such as cardboard (up to 300 g/sqm) or plastics; foil stamping; and the integration of security features such as holograms and RFID. Everything applicable with counterfeit-proof labels can be produced by us."



**Niel van der Westhuizen, ROTOCON Field Services Engineer; Sachin Sukhlal, ROTOCON Technical Sales Manager; André Klinkow, Chief Operations Officer of ROTOCON Europe; Andy Zygmanski, Dialogic Production Manager; Michael Aengenvoort, ROTOCON Group CEO**



A step-by-step implementation of Dialogic's new ROTOCON CHROME flexographic press included installation by ROTOCON's specialized team of technicians; intensive operator training of the new technology to ensure a smooth transition and optimal machine utilization; and extensive test runs before full integration to test and adjust the machine under real production conditions.

Klinkow concludes: "The investment in a new ROTOCON CHROME flexographic press was a strategically important step for Dialogic to better position itself in a competitive market and meet the high expectations of their customers. The improvements achieved in print quality, efficiency, and sustainability show that such investments can add significant value to companies looking to grow in the label and packaging industry."

### About ROTOCON

With headquarters in Cape Town and branches in Johannesburg, Durban, Europe, and Asia, ROTOCON provides tailor-made turnkey solutions for the label printing and packaging industry. Our goal is to learn about your printing environment and recommend the ideal solution to meet your needs.

In South Africa, ROTOCON represents industry-leading brands including Anytron, Domino, Erhardt+Leimer, EyeC, MPS, Pantec GS Systems, Phoseon Technology, Rheintacho, Rosas Maschinenbau, ROTOCONTROL, Screen, UV Ray, and Wink. Plus, ROTOCON offers a wide range of ECOLINE and CHROME printing and finishing machines.

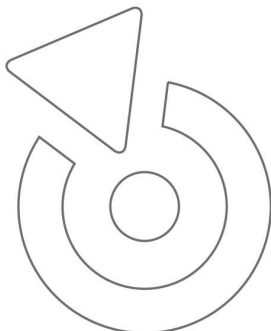
On-site installations, training, after-sales service, maintenance, spare parts, consumables, and refurbished equipment are also available through ROTOCON.

ROTOCON is committed to providing exceptional customer service and after-sales support.

[www.rotocon.world](http://www.rotocon.world)

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## Europe

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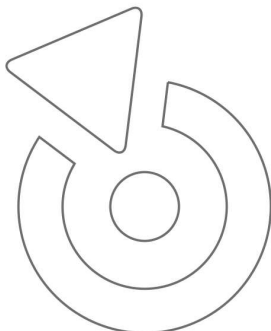
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