



# General presentation

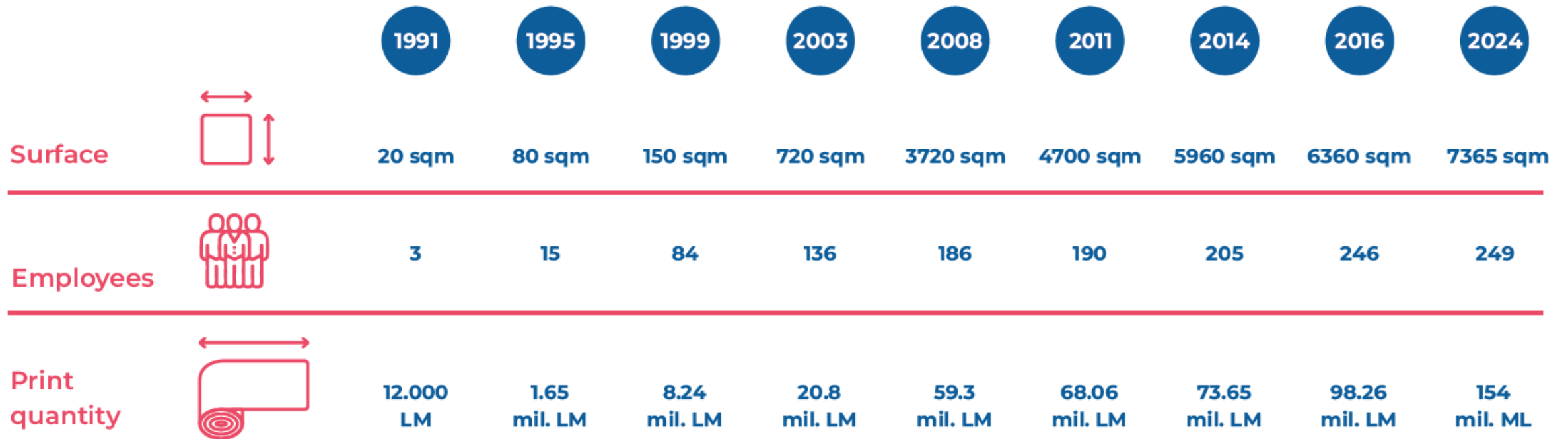
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# Our story

Founded in 1991, Rottaprint is the first and largest flexographic printing company producing self-adhesive labels and flexible packaging in Romania. We started as a small family business, and now we are in the top companies in the field, delivering quality products and creative solutions to our customers.



# The evolution of Rottaprint



# Complex portfolio of products

Every need finds its suitable solution at Rottaprint. Our constant investments in new technologies reflect both in the quality of the products we deliver and in the development of the product portfolio.



1991

Self-adhesive  
labels



1995

Metallic paper  
packaging



1999

Aluminium  
lids



2000

Aluminium  
blister foil



2003

Ice cream  
paper cones



2008

Shrink sleeve  
labels



2011

Premium  
labels



2014

Flexible packaging  
Wrap around labels



2016

Peel off labels  
C-wrap labels



2018

NFC enabled  
labels



2019

Smart embossing aluminium lids  
Wrapped cards  
Antitheft RF labels



2020

Holographic labels  
Cast & cure labels



2022

Metallic  
labels



2023

PET lids

# Constantly investing in people and technology

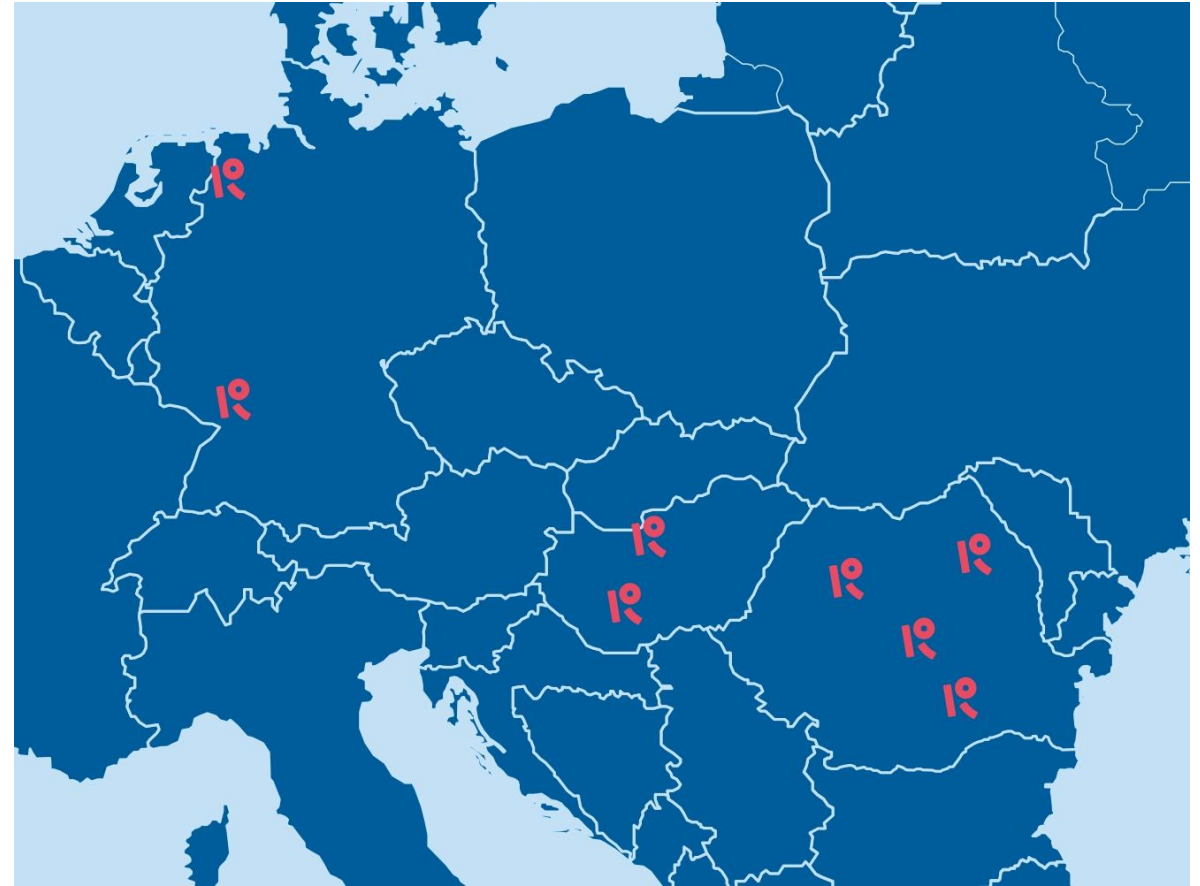
We have a vast expertise in multiple print technologies. The complex park equipped with state-of-the-art machinery allows us to offer you tailor-made solutions for each product range, using 3 technologies: flexography, digital and screen printing.



# National and international coverage

The headquarters and the production center are in Apahida, Cluj County, Romania.

But we want to be close to our customers, that's why we are present with logistics centers and sales offices in Romania, Hungary and Germany.



Due to our production capacities, and the investments we made in people and technology, Rottaprint products are currently distributed on three continents: **Europe and Asia.**



# Labels and flexible packaging for industries such as



**Food and Beverages**



**Wine and Spirits**



**Detergents and Home Care**



**Automotive**



**Cosmetics and Personal Care**



**Healthcare**



**Logistics**



# Self-adhesive labels



# Self-adhesive wine labels



# Metal labels



# Aluminium foil and PET lids - 5 types of embossing



# Shrink-sleeve labels



# Ice-cream paper cones

The only producer in Romania.

Ice cream in the fridge



Street ice cream



# Flexible packaging



# Wrap-around labels





# Aluminium foil for blisters



# Special solutions



# Internationally certified performance



The mark of responsible forestry



DPG Certificate registration ED0159

# Rottaprint Green Company Strategy

- Aligning with UN's sustainable Development Goals in Making and Using our Products;
- Providing solutions for customers and consumers to **meet their sustainability plans**;
- Investing in sustainable technologies to provide a **friendly work environment**.



# Sustainable solutions for Rottaprint customers

1. Reducing the amount of raw material used;
2. Self-adhesive labels and flexible packaging made from recycled and/or recyclable materials;
3. Self-adhesive labels made with raw materials from FSC certified sources.



# 1. Sustainable material with 30% recycled fibre content



## 2. 100% cotton labels



# 3. Shrink sleeve labels from PETg

- PVC is not supported by incineration or co-incineration plants.
- 90% of PVC foils used for shrink sleeve end up in landfills.



- ✓ **PETg** is salvageable/usable under special conditions.
- ✓ Contributes to the circular economy - **PETg** film collected post-industrially is recovered for energy use.

Starting with May 2021, we have stopped supplying PVC sleeve film.



## 4. Thinner shrink sleeve labels

For shrink sleeve labels of PETg, the standard usual thickness is 50 µm\*. Lactalis Romania has introduced and is successfully using PETg of 40 µm.

By using a thinner film **Lactalis has reduced the material used by 20%**, which means:

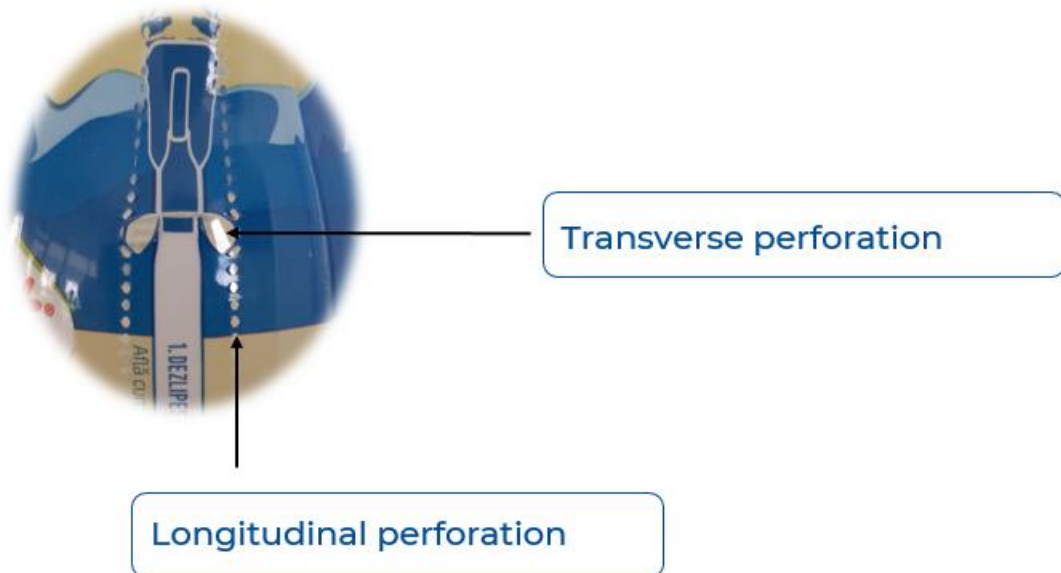
- ✓ Reduced energy consumption;
- ✓ Reduced transport space -> reduced carbon footprint.



# 5. PETg shrink sleeve labels with perforation

Shrink sleeve labels present a problem for recyclers.

By using perforation, the brand facilitates bottle recycling by removing the foil by the consumer during selective collection.



FrieslandCampina reduces environmental impact with labels produced by Rottaprint

18 octombrie 2021 Business Press ACTUALITATE, Agroalimentar, Companii



# Rottaprint, sustainable company



# We support a culture of prevention by promoting the circular economy

- We take care of our most valuable resource - **our people** - by providing a healthy working environment, access to continuous training, health prevention, education and gender equality.
- **We invest in durable technologies and sustainable** that help us reduce waste, collect separately, reduce our carbon footprint, provide better working conditions.
- We support and promote the **circular economy**.



# Sustainable actions

- Investments of €3.7 million (2019 - 2022) in technologies and machinery for **sustainable** production of portfolio products;
- **Separate collection:** in 2022 we recycled, reused, reused and recovered energy 98.1% of the waste produced;
- **Reducing carbon footprint** through efficient use of transport;
- **Health and harmony for employees:** physical and mental health maintenance courses, sports activities, annual medical screening programme, Apple Day;
- Spot measurement of energy consumption of machinery and equipment in order to adapt the production flow for **maximum efficiency**;
- Monitoring according to the EU hazardous **waste management standard**;
- Constant measurement of **wastewater quality**.

# Social responsibility

5S public waste collection sites in public spaces and local communities: parks, schools, forests, etc.

A brief review of actions from 2013-2023:

- 22 actions carried out
- over 3,000 volunteers involved
- 19 business companies
- 3 local authorities
- 2 universities
- 7 educational institutions
- over 20 NGOs invited



# A small part of our partners:



We are more than a supplier, we  
are a reliable partner for your  
business.

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