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Converting

Paper & Board

New slitter fits aggressive philosophy

Above: A Jennerjahn JLS-72 slitter/rewinder lets Roll Bond offer lower prices and still provide high-quality rolls of reprographic paper. Inset: Roll Bond president Ramzy Bathish.

Roll Bond's purchase of an affordable, high-precision slitter lets its president offer prices to "shake up the industry."

By Managing Editor Melissa Larson

Ramzy Bathish is on a mission. Roll Bond Converting, his recently-launched Farmers Branch, Tex. company has chosen a small, specialized niche in the converted paper industry, and he intends to serve those customers with the highest quality—and prices that confound his competitors. The converter's mission statement emphasizes that customers will find its reprographic and data-processing media to be on a par with higher-priced name-brand products, and backs that claim up with an invita-

tion to tour the plant—claiming its operation is similar to “large multinational producers, though on a smaller scale.”

Experienced personnel and a scrappy competitive spirit make Roll Bond a bit more than your average startup converter. “Each member of our team has over 10 years experience servicing the wide-format reprographic and data-processing markets,” he says. “The ability to meet the high production expectations we’ve established will allow us to offer high-quality products, yet still appeal to the value-conscious consumer.”

“I guarantee you my competition will be reading this interview,

because they want to know how we do it,” he says. “Our niche is wide-format reprographic media for engineering copiers and ink-jet plotters. We offer the highest quality—a precise cut, tight wind and no scratches on the media surfaces. Yet we are able to offer a very competitive price. Our new slitter is a major component driving our favorable pricing structure.”

The challenge in adding a fourth slitter/rewinder was to find an economical machine, able to handle high output, that wouldn't sacrifice quality. “We are very pleased to have found that machine in the Jennerjahn JLS-72 slitter/rewinder,” says Bathish.

Press photos: Gus Gustovich

Hot machine

For Jennerjahn, the Roll Bond application represents the latest in a series of JLS-72 successes. Since delivering the first of them in 1998, the builder has installed more than a dozen, and, according to sales manager Chris Jennerjahn, "We have never lost a sale to our competitors once a prospective customer has seen a machine demo on the JLS-72 slitter/rewinder."

"Low quality in this business can mean a loose wind with interleaved edges, and poor cutting in general," says Bathish. "With the JLS, we're able to offer a good, precise cut, plus efficient acceleration and deceleration. We've experienced a 60% increase in efficiency since we started up the new machine in October of 2000, and since we're in such a heavy growth mode, we're already wired for a second machine as soon as we're using enough capacity from the first one."

The Jennerjahn system was installed with a shaftless unwind unit, automatic tape-to-core and core insertion features, shaftless rewind, and a side log eject conveyor for packaging the rolls.

Upgraded mercury-vapor and fluorescent lighting installed by Roll Bond lets operators make sure of the precise quality Bathish expects from the slitter.

Approximately 80 percent of Roll Bond's output is 15-26# bond paper,

"We offer the highest quality—yet we charge a low price. Our newest slitter helps us do that."

Ramzy Bathish

President, Roll Bond Converting

with the remaining 20 percent comprising vellum, kraft paper and Mylar reverse-image film that is

used in signage and other graphic-arts applications.

Still, it's the data-processing and reprographic markets where Bathish most hopes to make his mark. "We could have retrofitted an older machine, but we chose to go with a new system," he says. "This market needs a shakeup and I refuse to do things the same old way. I couldn't be more pleased with both the equipment and the service Jennerjahn has provided. This machine is going to help us fulfill a promise to our customers: quality, reliability, effectiveness and affordability." ■

End Product Profile

Supplied on a 36-inch roll, Roll Bond's 24-lb. Ink-Jet Coated Matte paper for high-resolution graphic and photographic applications allows medium to heavy ink coverage. According to Ramzy Bathish, president of Roll Bond Converting, this paper is typically used with a wide-format ink-jet printer, such as those made by Hewlett-Packard. The rolls are ink-jet printed, then individually cut into 24 x 36 in. sheets for use as signage, posters, etc.

"This is an application where it's extremely important to have a clean edge," says Bathish. "When you're turning a roll-fed product into sheets, the quality of the paper's edge is paramount."

