

# “No other offer could convince us like this one”

The Italian converter Rossella put a new silicone coating line of Polytype Converting into operation

**C2** spoke to Giuseppe Varlonga, CEO of Rossella, and Pablo Bagiella, head of sales at Polytype Converting in Switzerland, about the technical equipment of the new coating line and why the machine builders got the bid.

**C2:** Mr Varlonga, please give our readers a short introduction of Rossella, one of the most renowned Italian converting companies. Which are the business fields you're active in? Which coating processes and technologies can you offer?

**Giuseppe Varlonga:** It's my pleasure. Rossella has already been founded in 1954 and has been one of the first silicone

coating companies in Europe. In 1963, we started with the production of labels and specialised in producing silicone-coated products for different markets in the 1980s. Our product range includes labels, tapes as well as applications for the pharmaceutical, hygiene and automotive industry. The positive development and the steady growth of Rossella were only possible because of the regular investments in our machine park. Nowadays, we run four coating lines which cover three different coating technologies (solventless, UV and emulsion).

**C2:** Mr Bagiella, just recently, Rossella purchased a new Polytype

Converting line. Could you give us some technical details of the machine?

**Pablo Bagiella:** Yes, we just commissioned a high speed coating line S5 to Rossella. The machine has a maximum working width of 1670mm and a maximum production speed of 800m/min. The Polytype coating line is equipped with a proven 5-roller coating unit for thermally curable silicones, 100% solvent-less silicones and water based silicones.

**C2:** Mr Varlonga, why did you choose a coating line of Polytype Converting? Which arguments turned the balance?



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**G. Varlonga:** We already made very good experiences with Polytype in the past. Of course, that influenced our decision. Obviously, we checked different offers from the market but none of the quotations convinced us like Polytype's in terms of productivity, quality control and after sales service.

**C2:** Mr Bagiella, which unique technical or custom-tailored features come with the S5 coating line?

**P. Bagiella:** Different trolleys for different coating technologies allow a great flexibility. We have equipped our coating system with improved repeatability of settings with our patented deflection compensation rolls and the sophisticated misting problem mitigation and air boundary layer control. For the curing of the coated substrates, we use the well-proven and innovative Speedstar HT dryer with Easy Clean system for an easy and rapid dismantling of all parts. Thanks to the automatic reel change at full speed, the winders are designed to achieve best results.

**C2:** Mr Varlonga, for which products and markets do you plan to use the new coating line? Which targets do you bring into focus in the sight of the new state-of-the-art machine?

**G. Varlonga:** The machine is designed for the production of high quality labels, tapes and products for the automotive industry as well as the construction industry, e.g. insulation.

**C2:** Do you already plan further joint projects after the successful commissioning of the Polytype Converting line?

**P. Bagiella:** Well, there is already a strong and close relationship between Rossella and Polytype Converting which is the basis for our successful cooperation. I'm sure that when the time is right we'll plan and construct a new coating line for Rossella which will meet all requirements and demands in all respects.

**G. Varlonga:** Yes, absolutely. Already now, the capacity of our UV line reaches its limits. It's our aim to put a new machine into operation within two year's time. ■



Pablo Bagiella (Polytype), Alessandro Candiani (Rossella), Giuseppe Varlonga (Rossella), Esa-Matti Aalto (Polytype) and Marco Monza (Polytype)



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