Press Release

# Koenig & Bauer announces Match Graphics as first RotaJET customer in Asia

Decor printer chooses high-volume inkjet machine

* Installation in India will start in December 2024
* Printed décor giant will transform its business with digital production
* RotaJET will open up endless new business possibilities for Match Graphics

Würzburg, 13.06.2024  
Koenig & Bauer, market leader in digital décor and packaging printing, has announced that Match Graphics has become its first RotaJET customer in Asia, with the comprehensive sales & service contract starting in December 2024. Family-owned Match Graphics, the largest supplier of printed décor paper in India, has invested in Koenig & Bauer’s high-volume digital printing press to open up endless new application and personalisation possibilities in addition to its traditional gravure business. Located in Ahmedabad, Gujarat, Match Graphics is the market leader in the manufacture, supply and export of décor papers for the laminate and panel industry in India. The company has created a niche for itself based on the technological advancements, exceptional quality and unmatched product range.

The final decision for the RotaJET was made in close cooperation with the local representative of Koenig & Bauer, Indo Polygraph Machinery, India. In addition to the machine sale, the collaboration also includes a comprehensive service contract whereby Match Graphics benefits from 24/7 remote technical and service support every day of the year. It represents another example of how Match Graphics has consistently evolved to remain market leader and implemented innovations that have helped reshape thinking in the industry. At present, Match Graphics has four brands under its umbrella – Natural Décor, Vogue, LINO and ECO-MG. Those brands produce up to 2000 metric tons per month, which includes printed decorative paper ranging from 55gsm to 80gsm in a size bracket of 1250 mm and 1850mm. Display centers are based in Ahmedabad and Delhi.

The directors of Match Graphics are Aman, Anand and Dhruv Agrawal. “We are beginning a new era in the ever-growing décor paper industry,” said Mr Aman Agrawal. “With this investment in Koenig & Bauer’s market leading RotaJET digital technology, we see endless possibilities. We are moving ahead in the industry with our superior quality of product and a revolutionary production press that is healthy for the environment. We take pride in being a technology advanced manufacturer that, time and time again, has set precedents in the industry. We supply beautiful and modern décor papers that can compete internationally on the basis of quality design, aesthetics, price and customisation options.”

[Christoph Müller](https://www.linkedin.com/search/results/all/?fetchDeterministicClustersOnly=true&heroEntityKey=urn%3Ali%3Afsd_profile%3AACoAABeB-1UB7P6LOdCaVIiiNhpiGuJr8GKmO6I&keywords=christoph%20m%C3%BCller&origin=RICH_QUERY_SUGGESTION&position=1&searchId=58c7dcdd-194e-4ef8-83b5-dffec500de53&sid=fZG&spellCorrectionEnabled=false), member of the Executive Board of Koenig & Bauer*,* said: “The RotaJET technology is going to transform the business of Match Graphics, with shorter runs, highest quality production and endless possibilities for personalisation and digital printing in addition to the gravure business. This is a blueprint for future sales, which incorporates a comprehensive service and technical support contract. This will ensure that, in the event of any issues, they can be fixed immediately, especially as any parts will be on site.”

**Photo:**Koenig & Bauer and Match Graphics confirmed the investment in a RotaJET and signed a comprehensive service contract  
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**About Koenig & Bauer**  
Koenig & Bauer is a globally active printing press manufacturer headquartered in Würzburg (Germany). It supplies machines and software solutions covering the entire printing, finishing and converting process, with a particular focus on packaging. Machines from Koenig & Bauer are capable of printing on practically all substrates – the portfolio ranges from banknotes to board, corrugated, film, metal and glass packaging, and includes book, display, coding, decor, magazine, advertising and newspaper printing. With a history extending back more than 200 years, Koenig & Bauer is the oldest printing press manufacturer in the world and is today at home in virtually all printing processes. Together, the group companies count a total of around 5,700 employees. Koenig & Bauer operates manufacturing plants at eleven locations in Europe, alongside a global sales and service network. The annual revenue in the 2023 financial year was around €1.3bn.

Further information can be found at [www.koenig-bauer.com](http://www.koenig-bauer.com)