

Splash PR scoops Rotolabel account

Splash PR and Media Consultants have been appointed to handle publicity for Rotolabel, a company specialising in self-adhesive label printing, foil stamping and embossing, and rotary silk screening. Rotolabel is South Africa's major supplier to the food, FMCG, wine and spirit industries.

Rotolabel, founded in 1982, houses a modern factory with state of the art presses and in-house Repro and computer ink matching facilities. Woolworths, Gull Foods, Ina Paarman and Enterprise Meats are but some of Rotolabel's major clients. Longstanding relationships with Fairview, Villiera, Clos Malvern and Winprint coupled with winning six of the nine categories in the 2002 Raflatac wine label printing competition are testament of the progress Rotolabel has made in this industry.

Splash PR strategises and manages publicity for a range of clients in the hospitality, art, wine and advertising industry. Rotolabel compliments their client list and they look forward to building a lasting relationship with the printing company.

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