



ROTOCON

2026 INTO DESIGN FOR ROTOCON

Preliminary Appearance Design Plan of Label Checking Machine

检标机外观设计初步方案

设计关键词

design keywords

家族化
family-style

沿用企业家族元素进行外观设计，保留红黑色调的配色，保持市场品牌形象的连贯统一性。

The exterior design follows the corporate family elements, retains the red-and-black color scheme, and maintains the consistency and unity of the market brand image.

稳重、技术化
sedate technicalized

整体沉稳的风格为主，主打扎实、技术化的设计思路

The overall design is dominated by a sedate style, with a focus on a robust and technology-oriented design concept.

价值感、科技感
perceived value
sense of technology

通过造型、涂装、材质、装饰性图形等元素的应用，体现设备的价值感及科技感

The application of elements such as shape, coating, material and decorative graphics reflects the sense of value and technological appeal of the equipment.

整体性
recognition

以色组主机为造型设计切入点展开设计，传动侧以呼应整体的风格为主，尽量简化设计。

The design is developed with the color group main unit as the core entry point of styling design. The design of the transmission side follows the principle of echoing the overall style and strives for a simplified presentation.

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高端 硬朗 简约 Premium • Angular • Minimalist

整体元素延续家族化的设计，以黑色为主，以红色装饰点缀。整体采用硬朗的风格，采用PC贴膜和铝合金机加件增加设备整体的科技感。

The overall design maintains a consistent family language, dominated by a black color scheme with red accents. Characterized by hard, angular lines, the device integrates PC films and precision-machined aluminum alloy components to enhance its technological sophistication.

墙板造型与整体元素相呼应，采用梯形孔设计，增强设备的整体感和识别度。

The wall panel styling echoes the overall design language, featuring a trapezoidal perforation pattern that reinforces the device's visual integrity and brand identity.





UV打印的PC耐力板，延续设备的家族性

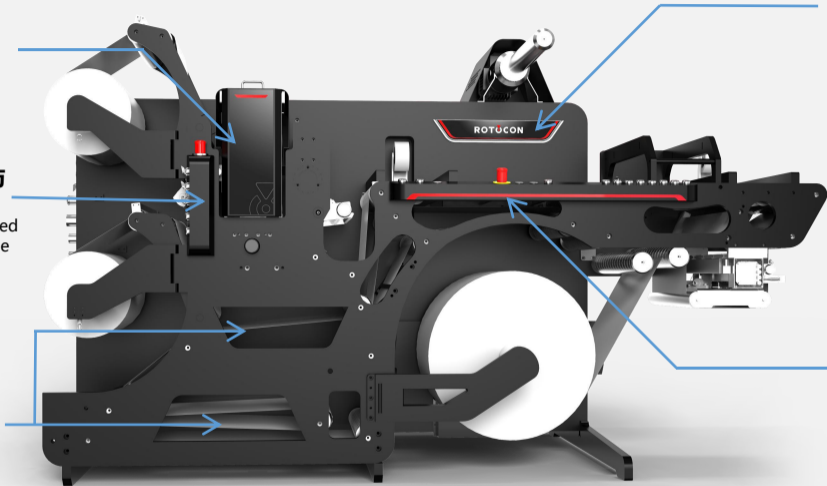
UV-printed PC solid panel with consistent family design language

操控面板盒，圆弧形设计，与右侧面板盒相呼应

Control Panel Enclosure with a curved profile, designed to complement the adjacent enclosure on the right.

与上部分图形相呼应，增强设备的整体感

It echoes the upper graphical elements to enhance the overall cohesion of the equipment.



3D打印件+PC贴膜，增强设备辨识度

3D-printed components with applied PC laminate to enhance equipment recognition.

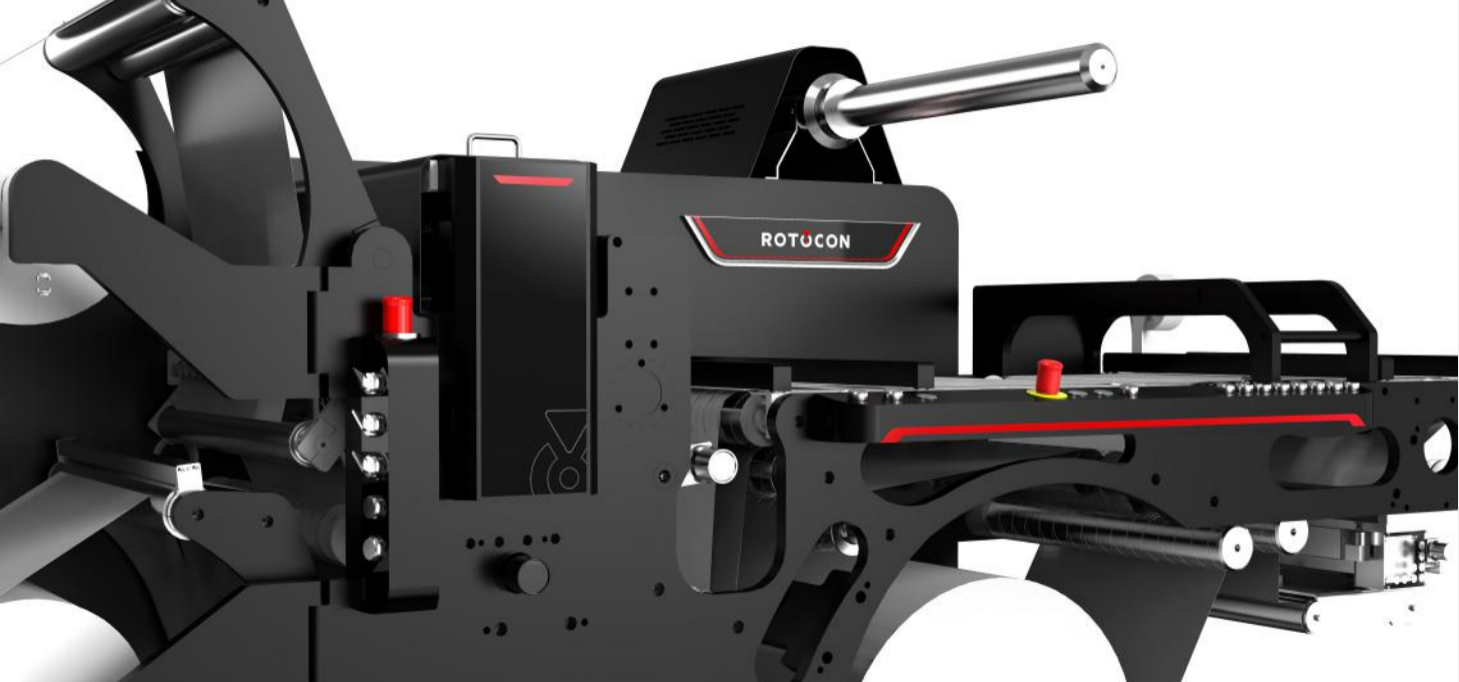
贴膜，延续设备的家族性

The applied film maintains the product's family design language.



丝网印刷LOGO标识
Screen Printing Logo

PC耐力板背面UV打印
UV Printing on the back of PC
Solid Sheet



ROTUCON

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整体与其他机型设计风格保持一致，以黑、银、为主色调，塑造沉稳专业的工业气质，辅以品牌标志性红线条点缀，强化科技感与品牌识别。

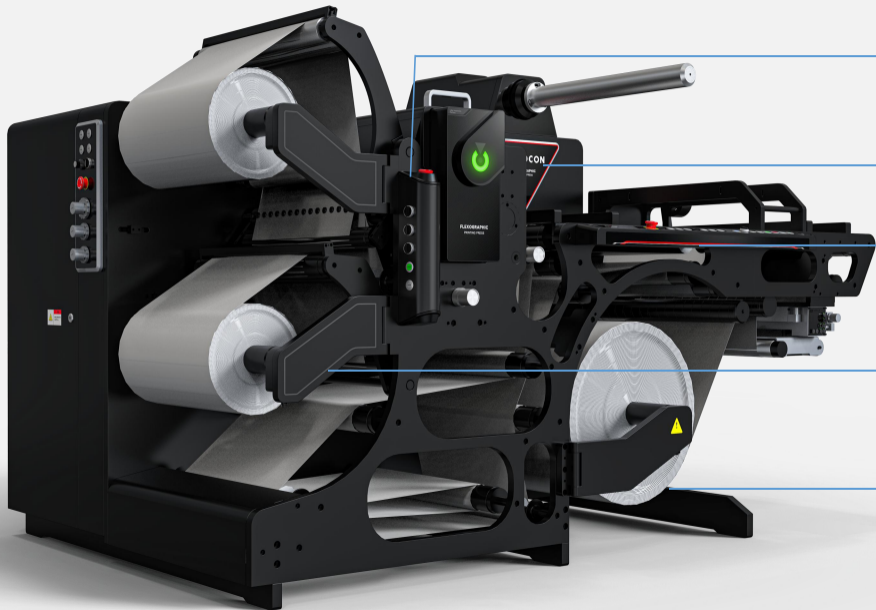
It maintains a consistent design style with other models, adopting black and silver as the main color tones to create a steady and professional industrial temperament. Accented with brand-signature red lines, it further enhances a sense of technology and brand recognition.

墙板优化造型，利用黄金分割比例和同心圆为主要设计原则，线条简洁硬朗，运用圆弧，增强可操作性和设计风格的一致，体块分割清晰，兼顾设备的结构稳定性与视觉节奏感。

The wall panel features an optimized shape designed mainly based on the golden ratio and concentric circle principles with neat and sharp lines. Curved arcs are applied to improve operability and unify the overall design style. With distinct block division, it balances structural stability and visual rhythm of the equipment.







急停装饰件

Emergency stop trim part

装饰件

与其他机型保持一致，提升设备辨识度

Decorative piece

Consistent with other models to enhance equipment recognition

装饰图形

与其他机型保持一致，提升设备辨识度

Decorative pattern

Consistent with other models to enhance equipment recognition

装饰

pc贴膜或丝网印刷

Decoration

PC film sticker/Silk screen printing

警告标识

pc贴膜

Warning label

PC film sticker



ROTÜCON
FLEXOGRAPHIC
PRINTING PRESSES

FLEXOGRAPHIC
PRINTING PRESS

ROTÜCON



三色灯

PC耐力板背面UV打印+三色灯组

Three-color indicator light

UV printing on the back of PC solid polycarbonate board + three-color light assembly

按钮板

机加工装饰件+PC耐力板背面UV打印

Button panel

Machined decorative parts + UV printing on back of PC solid polycarbonate board

装饰图形

与其他机型保持一致，提升设备辨识度

Decorative pattern

Consistent with other models to enhance equipment recognition

铰链门

Hinged door

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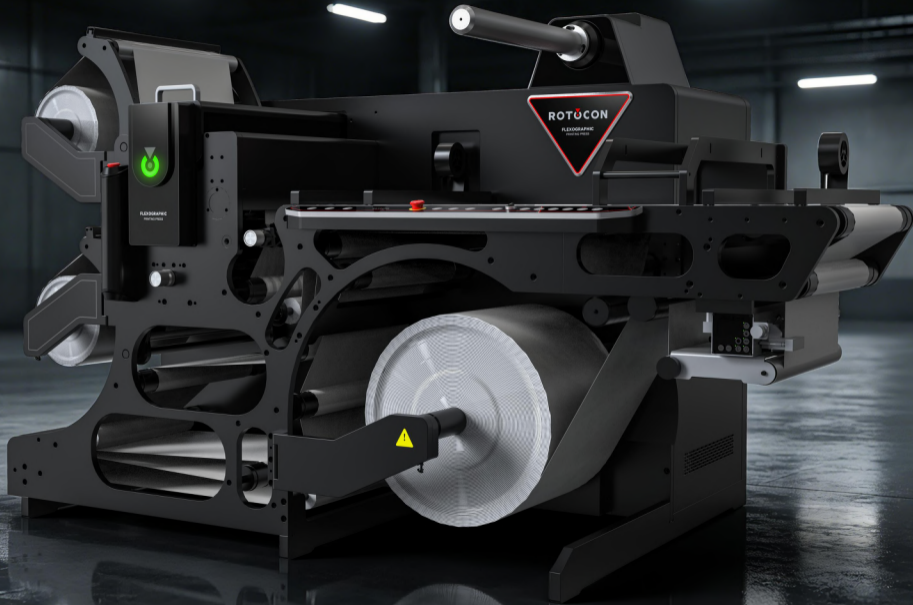
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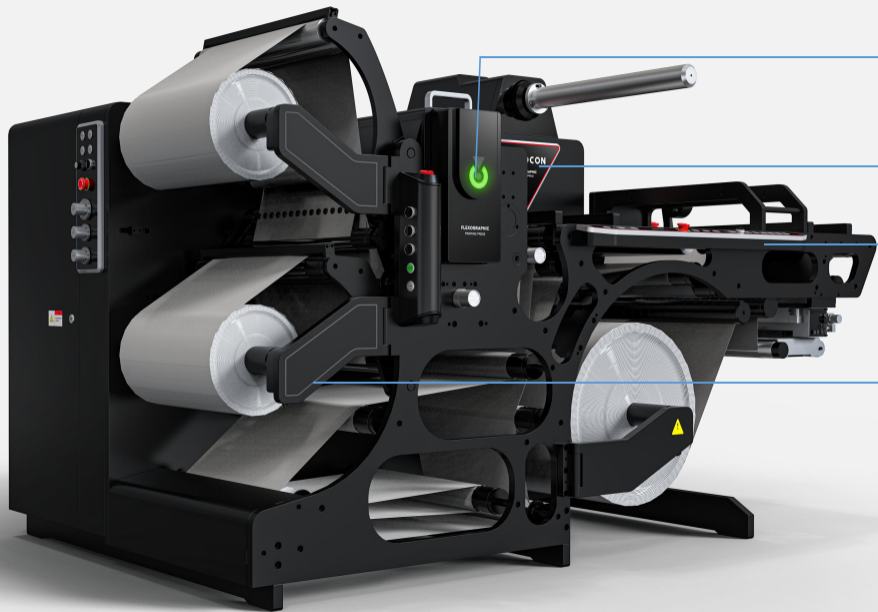
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急停装饰件

Emergency stop trim part

装饰件

与其他机型保持一致，提升设备辨识度

Decorative piece

Consistent with other models to enhance equipment recognition

按钮盒

与其他机型保持一致，提升设备辨识度

Button Box

Consistent with other models to enhance equipment recognition

装饰

pc贴膜或丝网印刷

Decoration

PC film sticker/Silk screen printing

对比图

Contrast diagram

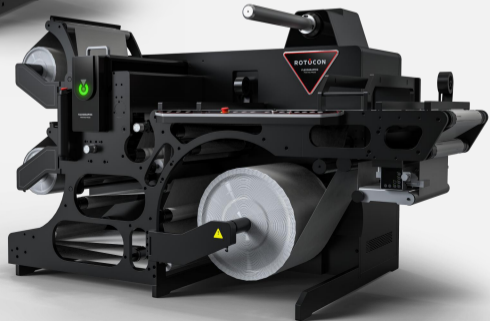
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THANKS

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