

UNDER ONE ROOF

Offering rolling papers and pre-rolled cones made in-house under one roof, Indonesia-based The Rolling Paper Company has established itself on the market and continues to grow. TJI caught up with Managing Director Ashwyn Daryanani to find out the secrets behind the company's success.

Founded in 2008, it has taken only a few years to establish a name on the market and to develop products for over 1,000 brands in 53 different countries. "We started in 2008 in Guangzhou, China. Facing

too many difficulties there with local partners and the distances involved, we moved to Indonesia in 2014 and slowly moved all production to our unit in Indonesia by 2016," Managing Director Ashwyn Daryanani tells TJI. By manufacturing in Indonesia, The Rolling Paper Company is at the epicentre of the main raw material – paper. The quality of its products is taken very seriously. From the feel of the paper to the taste of the gum, every raw material has been hand-selected and tested multiple times to ensure that customers get the "best smoking experience on the planet".

Being an international business, all lightweight papers come from France. Bleached and unbleached rice and hemp and bamboo papers complete the range. "We have been adding products to our line consistently – such as party size papers, clear papers, booklets with grinders built in, bullet filter tips etc. As a direct manufacturer, I believe we have the widest range of products manufactured under one roof," says Daryanani proudly. In recent years, the company witnessed a trend to cones, and the production has shifted to about half cones and half rolling papers. According to Daryanani, it is its ability to adapt to the environment and to foresee trends like these that makes the company so successful. "We also take on orders that no one else is willing to do and we welcome that challenge."

Speaking of challenges, the COVID-19 pandemic appears to have caused a significant increase in sales of RYO products. Whether consumers smoked more due to stress, switched to cheaper products or both factors played a role, the result was an increase in demand for The Rolling Paper Company's



The company produces for over 1,000 brands in 53 different countries. The best seller is still King Size slim papers

products. However, the pandemic also led to difficulties the company needed to overcome. "While our sales increased, getting raw materials became more expensive and more difficult as some suppliers were in lockdown," says Daryanani.

GIVING BACK

The Rolling Paper Company does not only care for their clients but also believes in looking after its employees and the people who live in the local area. "We offer scholarship programmes to either employees' children or orphaned children that live in the nearby area," explains Daryanani. Most of the employees live within a 5 km radius of the production facilities so the company is very involved with what happens in the area.

Every year, the company sponsors one child from a disadvantaged background and finances their schooling. "We monitor these

children on a monthly basis to ensure that their grades are kept at a high level and invite them to come on site and take part in some of the working activities for a few days a year. This hopefully gives them a small understanding of what the workplace is like before they graduate," says Daryanani. After graduation, there is a job guarantee.

SUCCESS CONTINUES

As for the future, Daryanani has a clear vision of where things are heading with cannabis being legalised in more states and countries. "As the cannabis industry steps into legality, we have already seen some entirely new pockets develop in a short space of time, such as vaping. This will continue to happen, but at the same time as the perception of smoking cannabis becomes more streamlined we will see our market grow with it."

The company has seen the RYO market grow steadily for at least a decade now. "As acceptance and usage grow, I see the market growing with it," says Daryanani and continues, "even though rolling your own appears a little old-fashioned, I believe this will always be the main segment of the market for users. I believe most people will have one or two plants of their own and consume in their own homes, or with their friends or neighbours. Converting from flower to any other form requires a little more expertise than just growing, so rolling will always be a part of life."

The Rolling Paper Company is prepared for the future. It is looking to get more machines and is steadily increasing manpower to meet demand. Daryanani is looking forward to welcoming old and new clients. "When this pandemic ends, come and visit us! In the meantime, stay safe and keep rolling!"

Marie Mayer