



Roccoco scales global production with Packserv

By Navan Kaur | 25 September 2025



Queensland-based skincare brand, Roccoco Botanicals, has overhauled its production process with a full line packaging solution from Packserv, enabling the company to meet growing export demand.

Founded in 2011, Roccoco began as a personal quest by its founder to address persistent skin conditions. That journey led to the creation of a specialist skincare range designed for acne-prone and sensitive skin, now recognised globally for addressing concerns from eczema and pigmentation to ageing.

As demand increased, the company expanded into a 3500sqm facility at Yatala and has established export channels to the US, Canada and NZ, with launches in India set for later this year and expansion into Asia and the Middle East underway.



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The need for automation

Until recently, Roccoco was hand-processing and packaging its products – a method that became unsustainable as production volumes rose. Scaling for export required more than speed; it demanded reliable, high-performance machinery and local service support.

David Drummond, Roccoco's general manager, said Packserv's Australian-made equipment was key to ensuring Roccoco could scale production with confidence.

"Australian-made matters. With imported machines, things get complicated when they break down – support can be slow, and you're stuck waiting for parts. We needed something more dependable," Drummond said.

Packserv's full line solution

Packserv supplied a complete end-to-end line including filler, capper, labeller and conveyor, enabling Roccoco to move from manual to streamlined automated production. The shift has dramatically improved efficiency.

"We can now complete a batch in a quarter of the time it used to take us," Drummond said. "It's been a total transformation. In addition to performance, Roccoco benefits from Packserv's local service team and readily available spare parts, minimising downtime and keeping production on track.

Supporting Australian manufacturing

According to Nathan Wardell, Packserv's managing director, Roccoco's experience demonstrates the value of local machinery solutions.

"Our goal has always been to help Australian businesses scale confidently, not just with world-class machinery, but with local expertise and prompt service. Roccoco's success shows what's possible when production is backed by the right technology and support," Wardell said.

With Packserv machinery embedded in its operations, Roccoco is well placed to accelerate its expansion into new international markets. Reliable equipment, combined with the assurance of local technical support, is providing the foundation for the company's next phase of global growth.