

Case study: Live life best with ProNutro

Issued by [Pyrotec](#)

21 Oct 2014

HG-80 approached Pyrotec PackMedia to make use of the Fix-a-Form® to educate consumers on the benefits of Pioneer Foods' ProNutro, as well as to showcase the ProNutro product range.



Pioneer Foods wanted to offer their consumers a unique experience when sampling the ProNutro and at the same time communicate the benefits of ProNutro, and present the ProNutro product range. They faced the challenge of having limited space on their packaging with lots of information to communicate.

The solution - Pyrotec PackMedia's Fix-a-Form®. The five-panel Fix-a-Form® was designed to perfectly fit the tub with all the required information on one label. 300,000 units were printed and manually applied to each tub reaching quite a large amount of consumers.

The client was pleased with this unique combo and says that it was not only well received by the business and by the consumers as well!

If this unique combo is something you require for your brand, contact Pyrotec PackMedia today.

- **Why choose premium labels for the nutraceutical industry? A look at Pyrotec PackMedia's expertise** 15 Feb 2024
- **The perfect coding and labelling solutions for personal care and cosmetic products** 3 Nov 2023
- **Revolutionising retail: Klip Strip and other display merchandising solutions from Pyrotec PackMedia** 13 Oct 2023
- **The end-of-line solution you've been waiting for** 29 Mar 2023
- **Uncluttered labelling for household cleaning products** 28 Mar 2023

Pyrotec

Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)



For more, visit: <https://www.bizcommunity.com>