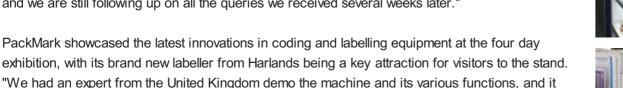


Propak 2013 a success for SA's leading product identification solutions provider

Issued by <u>Pyrotec</u> 15 Apr 2013

Propak, the largest packaging, food processing and labelling exhibition in Africa, was recently held at the Nasrec Expo Centre in Gauteng from 12-15 March 2013. The show was attended by thousands of delegates from the manufacturing, packaging and print sectors. Pyrotec, a leading, privately-owned product identification solutions provider headquartered in Cape Town, was one of the exhibitors that attended the show.

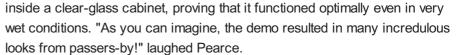
Brandon Pearce, General Manager of PackMark - a brand under the Pyrotec umbrella which specialises in coding and labelling equipment - confirmed that the 2013 exhibition was one of the best trade shows that he had attended. "We were overwhelmed by the mount of inquiries we received - approximately 50% more than previous years. There was a great deal of interest from the African countries; in fact, 15% of all inquiries we received were for export purposes. Our machinery was fully operational at the show as we felt that this would better demonstrate products' capabilities, and we are still following up on all the queries we received several weeks later."

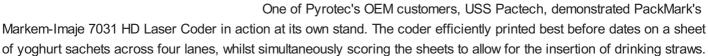




received a great deal of attention," said Pearce.

The Markem-Imaje 9232 **IP66** Small Character Inkjet Printer was also a hit. "We centred the machine in the middle of the stand, where it could be seen by anyone passing by." The live demo featured water being poured over the operating printer which was situated





PackMedia, a brand within Pyrotec that specialises in on-pack devices used to promote, identify and market a wide range of FMCG items, showcased a selection of its product ranges at the show. Jacques Loubser, National Sales Manager for Pyrotec PackMedia, said: "ElastiTag is a unique hang tag that acts as a brand enhancement tool. The tag is custom manufactured to suit the brand's needs and objectives, and the unique elastomer loop is designed to fit snugly around the product. It was definitely the star of the PackMedia display."

However, PackMedia's Fix-a-Form and Do-It range also received a great deal of interest from attendees. "Our Fix-a-Form Multi-Page Leaflet Label is always popular as it allows for the inclusion of a great deal of information in a small area- ideal for products legally required to stipulate information pertaining to their composition."

"Attendees were also very interested in Do-It's range of Display Strips and Hang Tabs, as they are extremely useful for positioning products at various points of purchase through-out the store," explains Loubser.





Rowan Beattie, Managing Director of Pyrotec, concludes: "Propak 2013 was a great opportunity to showcase the latest innovations from PackMark and PackMedia, and we are pleased by the amount of interest taken in our products and stand. With the entire industry currently in a state of recession, it was extremely encouraging to see such a great turn-out at the show."

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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 **PYROTEC** 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.

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