

# 50 years of coding, marking and labelling expertise

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This year marks the 50th anniversary of Pyrotec, a privately owned and managed business established in 1966.



Pyrotec PackMark, the company's machinery division, offers a comprehensive range of labelling, coding, print and apply labelling equipment, and consumables. Through its exclusive distribution partnerships in southern Africa, Pyrotec PackMark supplies a vast portfolio of world-class equipment from international manufacturers such as Markem-Imaje, ALTech, and Harland Machine Systems, and a selection of other brands.

## World-class distribution partnerships

For product identification and traceability solutions, Markem-Imaje is a trusted world manufacturer that offers a full line of reliable and innovative inkjet, thermal transfer, laser, and print and apply label systems. The company delivers fully-integrated solutions that enable product quality and safety, regulatory and retailer compliance, better product recalls, and improved manufacturing processes.

ALTech is one of the world's largest manufacturers of labelling systems. It has a highly evolved and proven machine range capable of solving the most challenging labelling requirements, and offers tailored solutions for all sectors of industry from food to pharmaceuticals. The company's ongoing investment in design and development ensures modular construction and scale production that provides market-leading quality features and component finishes.

Established in 1972, Harland Machine Systems is the Rolls Royce of labelling applicators and a popular choice for more specialised applications. The company specialises in the design and manufacture of high-quality, reliable, efficient and cost-effective self-adhesive (pressure-sensitive) labelling machinery, and its team's experience and knowledge has seen it grow to become one of the most respected and trusted labelling manufacturers in the world.

## Service excellence

In addition to providing world-class equipment, Pyrotec's customers are well catered for with full backup and maintenance

support available around the clock. "We operate a 24-hour call centre that's manned by our technicians," explains Brandon Pearce, Pyrotec PackMark's General Manager. In the event of a breakdown, customers speak directly to a technician who, in most cases, is able to resolve the problem over the phone. "All our equipment comes with a 12- to 18-month warranty, and some with 18-month service intervals," Brandon notes.

## Meeting customers' needs

Launched in early 2016, Pyrotec Finance is further evidence of Pyrotec's dedication to meeting the needs of its customers and ensuring that their production operations run efficiently.

Pyrotec Finance offers a number of options to assist customers to purchase or replace their coding equipment. This includes a rental service, where customers can rent a unit for a period of time and return the coding machine at the end of the contract.

"Another possibility is financing in the form of a rent-to-own agreement. Customers pay a set monthly fee, depending on the rental period, which includes a maintenance contract. At the end of the rental period, customers have the choice of paying an additional fee to own the printer or trading it in for a new unit. Straightforward trade-in agreements, where customers simply trade in old printers for new units, are also available," Brandon points out.

## Full service offering

For Pyrotec PackMark customers, every effort is made to ensure that coding equipment runs optimally, that maintenance is fast and efficient, and that downtime is minimised at all times.

"Our end-to-end service covers every step in the process of procuring new coding or labelling equipment, from project management to after-sales technical support. Over the years we have built lasting relationships with customers in diverse industries and have become renowned for service excellence, premium quality and operational reliability. No challenge is too big or too small for our team," Brandon concludes.

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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 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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