

Pyrotec's innovative new ad campaign draws attention to excellent client service

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PackMark, the machinery brand of Pyrotec that specialises in an extensive range of labelling and coding equipment, has launched an innovative new advertising campaign that applies "out of the box" creativity to highlight the company's superior service offering.



The advertisement, conceptualised by Canvas Advertising and Design, demonstrates various scenarios from a day in the life of a Pyrotec PackMark technician, with instances of how they service their clients on a daily basis. The advertisement takes the form of a comic strip, complete with Pyrotec PackMark Superhero, "Peter".

Jackie St Clair Moor, Managing Director of Canvas Advertising and Design, explains the concept as a case study that illustrates real life scenarios in a fresh, original way. "The Pyrotec PackMark brand has a long-held reputation of supplying top quality products and offering outstanding customer service. We wanted to convey this message in an informative and eye-catching manner, and felt that the standard industry adverts did not do the Pyrotec PackMark offering justice. We aimed to highlight the benefits of the Pyrotec PackMark service by incorporating an informative yet entertaining approach."

The series of advertisements demonstrate daily issues the technical team addresses and solves. Real-life examples of client technical problems are given, followed by the remedial action taken by the Pyrotec PackMark team.

Canvas began formulating the concept by scouring the log books of the Pyrotec PackMark technical crew. "These log books stood testament to the wide ranging expertise and complete dedication of the team. We decided to exploit this through a series of real-life problem scenarios taken from these log books, with a Pyrotec PackMark "hero" solving the client's technical issue and ultimately saving the day." says Moor.

The campaign was not without its challenges. Moor says, "There was some initial concern that the concept might undermine Pyrotec PackMark in what is a very technical mechanical industry. However, looking at competitor ads, it was clear that they all follow a specific format and layout. What Pyrotec PackMark offers is truly unique and we wanted to convey it as such. Once we had looked at the log books it became clear that the team's skill set and dedication enabled clients to meet their urgent commitments, by ensuring uptime throughout the production line. The comic format became the differentiator but the information conveyed was serious and relevant, calling attention to a very real client requirement. The advertisement allowed for a quick information transfer in a fun, distinctive and interactive manner."

Pyrotec PackMark General Manager, Brandon Pearce, is confident that the campaign re-asserts Pyrotec PackMark's positioning as a market leader in terms of innovation and quality service. "The Pyrotec PackMark technical support team deals with numerous issues every day, regularly working into the late hours. Often these crises could bring a manufacturing plant to a standstill, so efficiency and the necessary support structures need to be in place. Pyrotec PackMark takes pride in its client support, and we felt that a campaign highlighting our service ethic in an original manner would literally illustrate our commitment to our customers."

About Pyrotec

Pyrotec is a privately owned South African company that specialises in providing innovative and top quality product identification solutions. The company's extensive service offering includes on-pack product identification solutions including self-adhesive labels systems, as well as coding and labelling equipment. With a service offering founded on a dedication to quality, operational reliability, and excellent service, the

Cape Town based company has a national footprint with centres in major cities across the country. With more than 40 years' experience, Pyrotec has three brands operating under its ambit: Pyrotec PackMedia, Pyrotec PackMark and Tower which includes Toby Tower. The proudly independent company is headed-up by Managing Director, Rowan Beattie. For more info see: www.pyrotec.co.za.

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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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