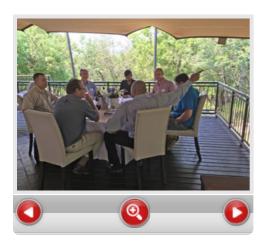# Pyrotec PackMark launches in Mpumalanga

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On 12 November 2015 Pyrotec PackMark hosted the official launch of its branch in White River, north of Nelspruit, extending the company's reach to the greater Mpumalanga and Limpopo regions.

Established in 1966, Pyrotec is a privately owned and managed business with a national footprint in South Africa's major centres - Cape Town, Johannesburg, Durban, Port Elizabeth and White River - and distributors in a number of African countries. The company's brands include PackMark, Pyrotec's machinery division that offers a comprehensive range of labelling, coding, and print and apply labelling equipment; PackMedia, which offers innovative on-pack, informational and promotional solutions that allow customers to take their packaging to the next level; and Tower, Africa's leading supplier of self-adhesive products and accessories for the office, hardware and kids markets.

To address the needs and provide technical support for customers in the citrus, food and beverage, and pharmaceutical sectors in Mpumalanga and Limpopo, Pyrotec PackMark's branch in White River offers improved efficiencies for customers by offering immediate action in the case of production losses and downtime, and providing support and technical services on an ongoing basis.

PackMark offers a full line of identification products that includes machinery (coding and labelling, variable numbering), software (CoLOS® networking software, track and trace), accessories (barcode readers, mark and read verification, conveyers), and consumables (inks, additives, thermal transfer ribbons, spares). Technical support includes a 24/7 helpdesk with national coverage, and services extend to installations, training, maintenance, and repairs all supported by service level agreements.

Customers attending the launch were impressed by PackMark's project management capabilities that encompass turnkey solutions complete with equipment and software, and its ability to take full responsibility for all project components, including user requirement specification, design documentation, training, final handover, and after sales service and support.

Markem-Imaje machines showcased at the launch included the 9028 and 9410 continuous inkjet machines, the 2200 print and apply unit, the 8018i thermal transfer printer fitted to an ELDH labeller, the 1050 thermal inkjet printer, the latest addition to PackMark's range of labellers, the ALTech DWR round bottle labeller, as well as CoLOS® software from Markem-Imaje. "Customers were taken aback by the technology and cost-saving benefits of these machines," comments PackMark's General Manager, Brandon Pearce.

Also of great interest to PackMark's guests was Markem-Imaje's CoLOS® software. "This software provides production reporting on the fly and allows for quick action, ensuring uptime value is achieved. It is ideal for improving efficiencies as no human intervention is required. Information is fed directly from the ERP system through CoLOS® to the printers," comments Njabulo Mpofu, PackMark's White River Sales and Technical Manager.

"We were delighted that Eric Barthelemy, Director for Indirect Distribution, from Markem-Imaje was able to join us for our launch and to provide customers with an overview of his company," says Rowan Beattie, Pyrotec's Managing Director. "We were pleased with the quality of guests who attended and to discover that they have a need for our products," he 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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