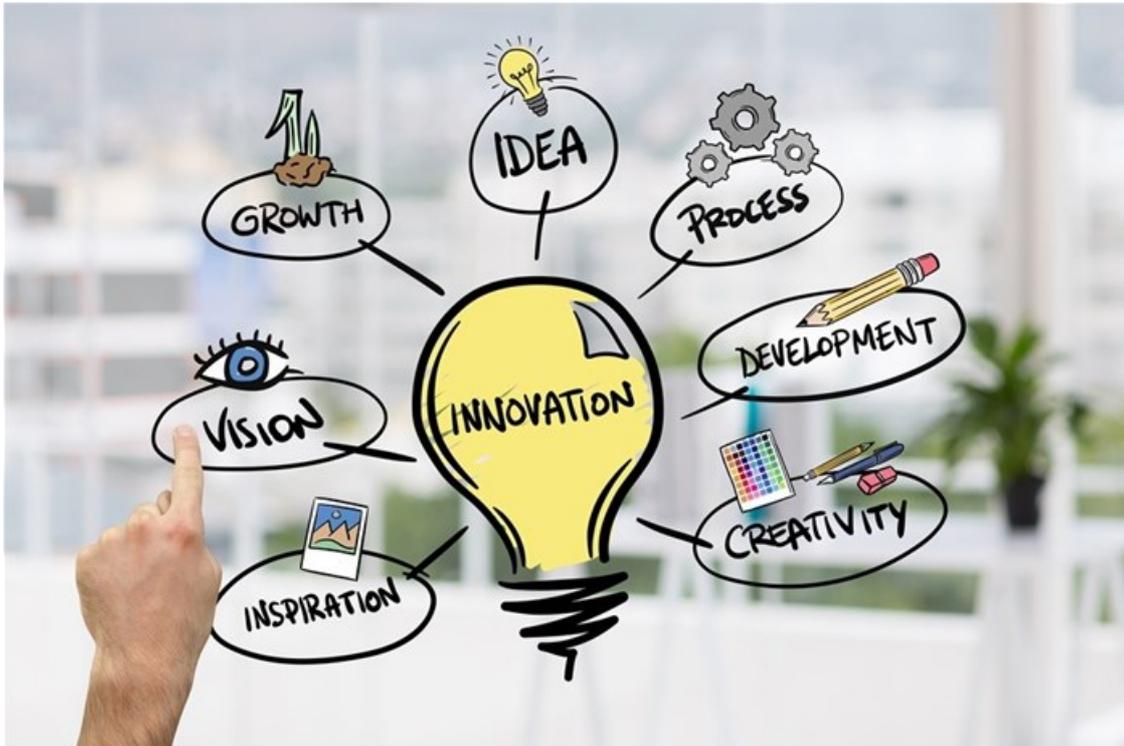


# Disruptive technology for constructive change

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The word 'disruption' is a noun, used to describe a disturbance or problem that interrupts an event. So, when we talk about disruptive innovation or disruptive technology, these phrases may evoke thoughts of chaos. However, when done right, disruptive technology can break the confines of old-school thinking. In fact, the terms disruptive innovation or disruptive technology are used to express any constructive change that creates a new way of doing things and replaces the previous approach with an often ground-breaking, improved model.



In industry and manufacturing, we've seen this linked to the Fourth Industrial Revolution (Industry 4.0) and as the Industrial Internet of Things (IIoT).

To remain competitive we must modernise, which entails updated thinking and updated technologies that better help us connect with customers, colleagues, suppliers and the entire supply chain. Our aim is to make operational technology work for us.

With the challenges that manufacturers now face – greater customer expectations, more sustainable business practices, ever-increasing regulations, and shorter times to market, to name but a few – industry needs to transform to remain competitive.

"At Pyrotec we understand that our customers need to stay ahead of the technology curve to be competitive in terms of speed and volume. To do this, we offer the most cutting-edge machinery, software and on-pack devices available internationally to ensure our solutions provide the best return on investment now and into the future," explains Timothy Beattie, Pyrotec PackMedia's General Manager.

This is evident from just two of Pyrotec's resounding success stories. The first is its 34-year partnership with Fix-a-Form International, a UK-based company with a history dating back to the 1970s with the invention of Fix-a-Form® booklet labels by Denny Brothers.

These Fix-a-Form® booklet labels, also known as extended-leaflet labels, led to the launch of Fix-a-Form International and an objective of recruiting independent printing companies to represent the brand globally. It was in 1983 that Rowan Beattie, Pyrotec's Managing Director, signed a deal making Pyrotec the sole distributor for Fix-a-Form® booklet labels in sub-Saharan Africa.

Another innovation by Pyrotec is the more recent launch of PackLink – customised software that provides a fully-integrated coding and labelling tracking system. Pyrotec PackLink assists customers to increase line visibility while improving efficiency by tracking waste, labour and resources, and limiting downtime by enabling critical decisions to be made on the fly. In short, Pyrotec PackLink helps customers to achieve overall equipment efficiency.

Because Pyrotec PackLink's software is customised and developed inhouse by Pyrotec, customers can build onto the system as and when budgets allow, or business requirements dictate. 'We can begin with a simple integration/tracking system and expand on this as required,' explains Shaun Pillay, Pyrotec PackMark's National Sales Manager.

"At Pyrotec, we are committed to life-long learning and are adamant that we remain innovative. As we continue to build our reputation, we're cognisant that a big part of our success lies in our ability to identify niche markets and concentrate our efforts there," Rowan maintains.

Visit [Pyrotec](#) at Procpak Africa from March 12 to 15 at Expo Centre Nasrec in Johannesburg, to witness the launch of Pyrotec's latest disruptive technology – it's big and very constructive!

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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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