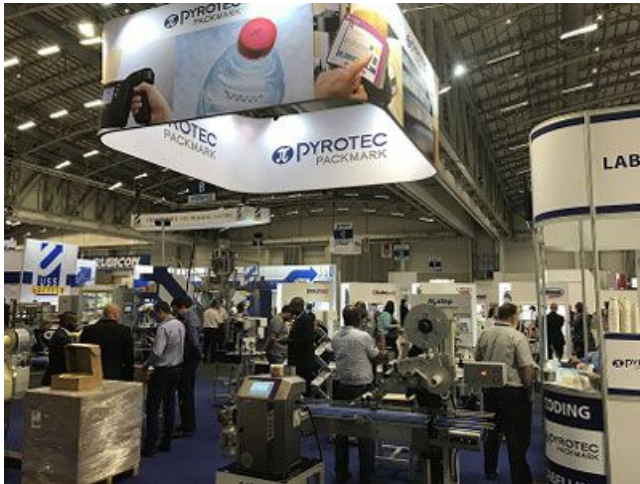


# Versatility and agility on show at Propak Cape

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The highly successful Propak Cape exhibition, held between 24-26 October, received positive feedback from exhibitors and visitors. Interactive displays, live demonstrations and technical presentations for the FMCG processing, packaging and allied industries once again made this an industry flagship event with some 6,000 visitors attending during the three-day event.



Veteran exhibitor Pyrotec PackMark showcased an impressive line-up of equipment, including its newly launched ultra-portable Anser U2 mobile handheld printer and the 9405 Continuous Inkjet (CIJ) coder from Markem-Imaje.

"The Anser U2 is available for the first time in South Africa from Pyrotec PackMark," explains Brandon Pearce, General Manager at Pyrotec PackMark. "The world's lightest and most compact printer, weighing in at a mere 1kg, is easy to handle and use on even the trickiest print surfaces. It can be carried anywhere, and prints at any angle on a variety of substrates and products. It boasts a long battery life of seven hours and continuous printing of more than 200,000 characters," Pearce enthuses.

"We received a lot of serious interest about the Anser U2 from visitors, and particularly smaller business owners, who were impressed by its ease of use, versatility and competitive pricing," Pearce comments.

Easily integrated into existing lines, the U2 mobile prints alphanumeric logos and codes onto a variety of products and substrates to facilitate scanning and improve traceability along the supply chain.

Also on show, the 9405 CIJ coder, which offers quick multiline message set-up for optimal line effectiveness and constant quality coding with long maintenance intervals, also attracted visitors' attention. Efficiency is the name of the game with the 9405 as it can be managed without support, it's easy to configure, and ensures seamless integration into production lines.

Pyrotec PackMark's newly launched PackLink software – a fully integrated customised coding and labelling tracking system – also impressed visitors. "PackLink increases 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, PackLink helps customers to achieve overall equipment efficiency," explains Shaun Pillay, Pyrotec PackMark's National Sales Manager.



"Overall, we were impressed with the planning and advertising behind the event and the quality of visitors and influential decision-makers who visited us. Our stand was busy, and the leads generated – while fewer than in previous years – were of a much higher quality," says Pearce.

"Showcasing our equipment and software applications using live demonstrations at exhibitions gives our customers a

valuable opportunity to see the equipment working and assess its capabilities," Pearce concludes.

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