

# Propak 2013 a success for SA's leading product identification solutions provider

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Propak, the largest packaging, food processing and labelling exhibition in Africa, was recently held at the Nasrec Expo Centre in Gauteng from 12-15 March 2013. The show was attended by thousands of delegates from the manufacturing, packaging and print sectors. Pyrotec, a leading, privately-owned product identification solutions provider headquartered in Cape Town, was one of the exhibitors that attended the show.

Brandon Pearce, General Manager of PackMark - a brand under the Pyrotec umbrella which specialises in coding and labelling equipment - confirmed that the 2013 exhibition was one of the best trade shows that he had attended. "We were overwhelmed by the mount of inquiries we received - approximately 50% more than previous years. There was a great deal of interest from the African countries; in fact, 15% of all inquiries we received were for export purposes. Our machinery was fully operational at the show as we felt that this would better demonstrate products' capabilities, and we are still following up on all the queries we received several weeks later."



PackMark showcased the latest innovations in coding and labelling equipment at the four day exhibition, with its brand new labeller from Harlands being a key attraction for visitors to the stand. "We had an expert from the United Kingdom demo the machine and its various functions, and it received a great deal of attention," said Pearce.



The Markem-Imaje 9232 **IP66** Small Character Inkjet Printer was also a hit. "We centred the machine in the middle of the stand, where it could be seen by anyone passing by." The live demo featured water being poured over the operating printer which was situated inside a clear-glass cabinet, proving that it functioned optimally even in very wet conditions. "As you can imagine, the demo resulted in many incredulous looks from passers-by!" laughed Pearce.

One of Pyrotec's OEM customers, USS Pactech, demonstrated PackMark's Markem-Imaje 7031 HD Laser Coder in action at its own stand. The coder efficiently printed best before dates on a sheet of yoghurt sachets across four lanes, whilst simultaneously scoring the sheets to allow for the insertion of drinking straws.

PackMedia, a brand within Pyrotec that specialises in on-pack devices used to promote, identify and market a wide range of FMCG items, showcased a selection of its product ranges at the show. Jacques Loubser, National Sales Manager for Pyrotec PackMedia, said: "ElastiTag is a unique hang tag that acts as a brand enhancement tool. The tag is custom manufactured to suit the brand's needs and objectives, and the unique elastomer loop is designed to fit snugly around the product. It was definitely the star of the PackMedia display."

However, PackMedia's Fix-a-Form and Do-It range also received a great deal of interest from attendees. "Our Fix-a-Form Multi-Page Leaflet Label is always popular as it allows for the inclusion of a great deal of information in a small area- ideal for products legally required to stipulate information pertaining to their composition."

"Attendees were also very interested in Do-It's range of Display Strips and Hang Tabs, as they are extremely useful for positioning products at various points of purchase through-out the store," explains Loubser.

Rowan Beattie, Managing Director of Pyrotec, concludes: "Propak 2013 was a great opportunity to showcase the latest innovations from PackMark and PackMedia, and we are pleased by the amount of interest taken in our products and stand. With the entire industry currently in a state of recession, it was extremely encouraging to see such a great turn-out at the show."

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