

# Pyrotec PackMark launching three new printers at Propak Cape 2014

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Pyrotec, a South African company that specialises in providing on-pack product identification solutions is excited to announce its involvement once again in Propak Cape 2014, the largest packaging, food processing and labelling exhibition in Africa.

Known for their eye catching and interactive exhibition stand, this year Pyrotec PackMark will be launching three new printers - the Markem-Imaje 1050 Thermal Inkjet Printer, the Markem-Imaje SmartLase C150/C350 and the Small Character Inkjet 9028.

To keep up to date with the fast-paced production environment the 1050 Thermal Inkjet printer has been designed specifically for high resolution codes, improving traceability and promotional coding for fast-moving production lines such as food, beverage and pharmaceutical industries.

Whereas the SmartLase C150/C350 is simply reinventing laser technology for all coding needs, as it can code more than 100,000 products per hour. It has a 30% greater printing performance with the best scribing quality when compared to market standards and an extended coder life of 30%, also for the food and beverage industry.

Unique on the market, the new Small Character Inkjet 9028 was conceived and engineered to save time. Due to the newly designed hydraulic system, the 9028 reduces the additive consumption by 15% and it incorporates a new line of high adhesion inks capable of coding the most difficult substrates.

Also on display is Pyrotec PackMedia's full on-pack solutions range such as the informational and promotional Fix-a-Form®, ElastiTag® and Do-It® Hang Tabs which can all be used to market a wide variety of products.

To find out more on what Pyrotec has to offer visit their stand at Propak from 21 to 23 October 2014 at the Cape Town International Convention Centre (CTICC).



*Markem-Imaje SmartLase C150/C350*



*Markem-Imaje 1050 Thermal Inkjet Printer*





Small Character Inkjet 9028

## 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 please visit [www.pyrotec.co.za](http://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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