

# Coding and marking equipment on show at fdt Africa

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Food and beverages are an important economic factor for southern Africa. From 14 to 15 September 2016, food & drink technology (fdt) Africa - the trade fair for processing, filling, packaging and logistics - presented the industry's latest developments.



As the entire southern African region experiences continuous growth, South Africa leads the way with more than 40% of Africa's economic strength.

Showcasing innovative ideas and solution-based approaches that meet market needs, Pyrotec PackMark displayed a selection of coding and marking machines specifically engineered for the food and beverage industries.

Visitors to Pyrotec PackMark's stand were impressed with Markem-Imaje's 9450 S – known as the printer for the beverage industry. This coding machine guarantees that each product leaves the factory coded, and that each code is correct and perfectly legible until it is consumed.

With an IP56 rating as standard, the 9450 S is designed with no retention zones to meet the sector's demanding hygiene standards and withstand high-pressure water cleaning and industrial detergents. Attracting much attention at Pyrotec PackMark's stand, the 9450 was placed in a tank filled with flour to prove its excellent IP rating.

Operating costs of the 9450 S printer are up to 30% less than other competitive models, and ink consumption has been decreased thanks to specific fonts and optimised sector-specific resolutions.

Also being showcased was Markem-Imaje's 2200 Series that builds on a proven concept of providing reliability, efficiency and ease of use. The 2200 Series takes print and apply to the next stage of evolution, giving customers a wide range of interchangeable applications, optimised operational intervention and unparalleled application rates. It also offers sought-after eco credentials, high-performance printing and traceability that – among other benefits – ensures that 100% of cases leave the factory with readable barcodes.

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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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