

# Together, We Grow

Issued by [Pyrotec](#)

26 Jun 2018

With the imminent separation of Tower from the Pyrotec brands, Pyrotec assures its stakeholders of its steadfast approach to focusing on its strengths and continuing to grow within the markets it serves.



Pyrotec, which includes the Tower, PackMedia and PackMark brands, has been operating as one company for the past 50 years. In the last two years, the PackVerifi, Pyrotec Finance and PackLink brands have been added to the company's service offering. "These new brands relate to PackMark and PackMedia, both servicing industrial sectors. However, Tower, which incorporates office and hardware products, kid's and signage ranges and MyTowerLabels, serves completely different industries – retail and commercial customers," says Rowan Beattie, Pyrotec's Managing Director.

"As markets and customers continually evolve, and their requirements become more demanding and specialised, we have decided to separate Tower from the Pyrotec brands to enable each company to focus on its strengths and continue to grow within its markets," Rowan adds.

"Our company's vision – 'Together, We Grow' is reflected in all aspects of our business," he maintains. "We continue to grow and build our reputation and want to be respected as the best – both locally and internationally – based on our competence and team work."

'Together, We Grow' is the company mantra that governs everything we do. For our staff, this means a company-wide focus on creating a working environment that attracts talented, energetic and motivated personnel, and a company spirit that encourages employees' self-improvement ideals for increased productivity. We also promote family values among all employees to enrich their lives.

For our community, 'Together, We Grow' is reflected in our skills development fund that sponsors some 200 individuals (apprentices, interns and students studying degrees and diplomas) to continue their education and skills development.

For our customers, 'Together, We Grow' means that our employees are trained and encouraged to produce products and services of the highest quality, and that our focus on innovation will continue to support our customers' objectives for growth.

For suppliers, 'Together, We Grow' means that, beyond our Level 3 Broad-Based Black Economic Empowerment rating, Pyrotec's business ethos is steeped in equality. We value above-board business dealings, an innovative production focus, and constantly questioning the status quo by pushing the boundaries.

To find out more about how we can grow together, 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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