

Pyrotec PackMedia sets the bar with digital label printing

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During March, Pyrotec PackMedia launched a first for the African continent at Propak Africa 2019. The groundbreaking purchase of a Durst Tau 330 RSC eight-colour digital label press, which will form the foundation of the company's latest venture into digital label printing, caused great excitement at the show.



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With a clear vision for the future and to drive its growth, Pyrotec purchased the Tau 330 RSC from Industrial Inkjet Specialists (IIS) - Durst's local distribution partner in South Africa and neighbouring territories.

"We chose the Tau 330 RSC digital label press to drive our new market growth and maintain high customer service levels," explains Timothy Beattie, Pyrotec PackMedia's general manager. "We wanted a digital label press that would reduce turnaround times and provide customers with short print runs. Durst offers the most advanced technology, the best print resolution (1200 x 1200dpi), printing speed (78m/min), and printhead design (continuous ink circulation) of all the presses we investigated during our three-year search," he adds.

Durst also offers eight colours, achieving between 95% and 98% of the Pantone colour gamut, and, when the same substrate is used for consecutive jobs, set-up time and material waste is almost zero.

"We expect the Durst Tau 330 RSC high-speed label press to increase efficiencies and enhance our product and service offerings. With this latest digital technology, we can enter entirely new markets because we can print on a variety of materials including unsupported film," Timothy enthuses.

In addition to the digital label press, Pyrotec PackMedia also purchased an ABG Digicon Series 3 finishing machine from IIS.

"A big part of our success is our ability to identify niche markets and our agility to embrace innovation and adapt as changing markets demand. Our new digital press and finishing machine ensure we are able to stay close to our customers, offering them the best possible service and turnaround times, as well as eye-catching, consistent print quality. This investment truly reflects our company mission that 'Together, We Grow'," Timothy concludes.

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Pyrotec



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