

# Pyro Inspirations Awards winners announced at The Mount Nelson

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Pyrotec announced the winners of its annual Pyro Inspiration Awards at the Mount Nelson Hotel on the 9th of November.



Yvette Konstadopoulos &  
Pyrotec PackMedia GM Timothy  
Beattie

Designed to shine the spotlight on superior on-pack activity and to establish on-pack as a standalone media category, the awards were engineered by Pyrotec PackMedia, which offers novel on-pack promotion and communication vehicles. This year's awards showcased exciting new innovations in on-pack, and the finalists were judged on originality, impact and clever use of space.

## Promotional Category:

### The Winner is:

Sibaya Fix-a-Form™ Leaflet Label was awarded first place for its functional and clever label, with Bonny Cruse of Ogilvy accepting the coveted Gold Pyro Inspiration award on behalf of the Sibaya Casino. Dylan Levi Dreyer from Ogilvy accepted first prize on behalf of the agency.



Bonny Cruse, Dylan Levi  
Dreyer & Timothy Beattie

## And the runner up is:

Scooping up second place was Assistant Brand Manager Willoe Coetzer from Pioneer Foods, for the Safari Dry Tree Fruit Fix-a-Form™ Leaflet Label.

## The Winner: Informational Category

Pomegranate's bold and eye-catching Fix-a-Form™ Leaflet Label was awarded the first and only prize in the Informational Category, with Yvette Konstadopoulos, Marketing Manager of In Our

Green House, accepting the award.

## Additional Winners:

Two of the event guests emerged as winners in a demonstration of the effectiveness of Pyrotec's MobileInteractive solution, a campaign which seamlessly integrates new media marketing with on-pack. Guests were invited to sms their name to enter a lucky draw. After a light-hearted race by all present to text the answer, the winners were announced after the main course was served, with Nicoletta Mattioli from Parmalat taking home an iPod Nano and Ebith Jurgens from Distell walking away with inspirational guest speaker Sean Wisedale's book about his expedition to climb Mount Everest.

The judges at the ceremony included media, marketing, branding and FMCG experts.

## About the Pyro Inspiration Awards

Pyro Inspirations Awards are awarded five times a year at two month intervals for the best on-pack devices including promotional and informational and often mostly multipage labels which are produced by Pyrotec. The winners of the bi-monthly awards proceed into the final round and are judged by a panel of esteemed judges at the end of that year.

For more information on Pyrotec and the Pyro Inspiration Awards, 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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