

# Pyrotec PackMedia hosts agrochemical Open Day

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During May, Pyrotec PackMedia held an Open Day for its agrochemical customers. This event was hosted to reinforce the benefits of Pyrotec PackMedia's informational Fix-a-Form® booklet label, among other brands in the company's stable.



Guests from across the agrochemical sector were wined and dined, beginning with dinner at the V&A Waterfront before meeting the following day at Pyrotec's Cape-based headquarters in Capricorn Park, Muizenberg, for a tour of the factory and presentations by Rowan Beattie, Pyrotec's Managing Director, and Timothy Beattie, Pyrotec PackMedia's General Manager.

Locally represented by Pyrotec PackMedia, Fix-a-Form® International is a world-leading brand of specialist on-pack packaging solutions. For the agrochemical sector, products such as insecticides and pesticides need to be clearly labelled to ensure application and dosage rates are easy to follow, whatever the conditions. Laminated and resealable options help to combat the extreme storage and weather conditions agrochemical products are often exposed to.

In addition to complying with legislation and consumer demand for increasing product information, booklet labels reduce the need for excess packaging and minimise the risk of 'lost' instructions. Vital instructions and product information remain firmly attached to the product ensuring it is readily available to the end user.

At the Open Day, in addition to learning about the company's history and heritage, its steadfast global support, and its extensive range of products, Jacques Loubser, Pyrotec PackMedia's National Sales Manager, introduced guests to the company's newest division, Pyrotec PackVerifi.



Pyrotec PackVerifi assists customers to detect and combat counterfeit activities in the South African marketplace. To provide these services, Pyrotec PackVerifi has partnered with Hewlett Packard Enterprise (HPE) to resell the Global Product Authentication Service (GPAS).



Rounding out the event, Pyrotec PackMedia's customers enjoyed the best of the Cape's food and wine during a luncheon at Steenberg Wine Estate.

As is evident from this Open Day, Pyrotec PackMedia, well known as a leader and product expert in the informational booklet-label market, is committed to providing expert industry knowledge and exploring its customers' product information requirements.

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**" The perfect coding and labelling solutions for personal care and cosmetic products "** 3 Nov 2023

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**" The end-of-line solution you've been waiting for "** 29 Mar 2023

**" Uncluttered labelling for household cleaning products "** 28 Mar 2023

#### **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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