

Pyrotec announces first round of finalists for the 2012 Pyro Inspiration Awards

Issued by [Pyrotec](#)

1 Feb 2012

Pyrotec, the privately-owned South African company that specialises in providing innovative and top quality product identification solutions, recently announced the January finalists for the 2012 Pyro Inspiration Awards. Initiated by Pyrotec in 2008, the awards aim to establish on-pack as a stand-alone media category by recognising and rewarding outstanding on-pack innovations.

The awards recognise both promotional and information on-pack devices, and a total of three finalists were selected. In the promotional category, where products with innovative and effective on-pack promotions are recognised, two finalists were selected: Simonvlei's Fix-a-Form™ leaflet label which demonstrated clever use of space and also included a recipe, providing added value, and Huggies Fix-a-Form™ leaflet label, for its bold and eye-catching design.

The entries in the Promotional category were judged according to their Originality (innovation, freshness, and design), Impact (wow factor and selling power) and Clever Use of Space (amount of information, relevance to product and functionality).

Rehidrat took top honours in the Informational category for its clean, simple and easy-to-read layout. The judges agreed that the design of the Fix-a-Form™ leaflet label encouraged one to read further. The Informational category recognises brands that make clever use of on-pack space to communicate important or relevant product information.

The criteria for the Informational category take into account the Originality of the on-pack device (its readability, layout and creativity) as well as the Clever Use of Space (amount of information, relevance of information to product, and functionality).

The panel of judges consisted of experts from the Packaging and Design, FMCG, Marketing and Communications industries. Among the judges were Jessica Lewin from Arctic Circle Brand Institute, Myles Hoppe from Derrick, Rochelle McCarthy from Parmalat, Anna Guerin from Canvas Advertising and Chris Human and Ian Nel from Engage.

The next group of entries will be judged at Durban in March.

About the Pyro Inspiration Awards

Pyro Inspiration 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 finalists of the bi-monthly awards proceed into the final round and are judged by a panel of esteemed judges at a gala event at the end of the year.

For more information about the Pyrotec and the Pyro Inspiration Awards, visit www.pyrotec.co.za.



- **Why choose premium labels for the nutraceutical industry? A look at Pyrotec PackMedia's expertise** 15 Feb 2024
- **The perfect coding and labelling solutions for personal care and cosmetic products** 3 Nov 2023
- **Revolutionising retail: Klip Strip and other display merchandising solutions from Pyrotec PackMedia** 13 Oct 2023
- **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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>