

# MEDIA RELEASE

## Pyrotec PackVerifi launches at Propak Africa

Pyrotec PackMark, March 2016: Propak Africa, the largest packaging, processing, printing, labelling and plastics exhibition in Africa took place from March 15 to 18, 2016, with exhibitors from all over Africa represented at the Nasrec Expo Centre in Gauteng. Celebrating its 50<sup>th</sup> anniversary this year, Pyrotec, a leading privately-owned product identification solution specialist, was among the many companies showcasing their products and services.

‘Propak Africa is a world-class, highly successful show, and the place for customers to source suppliers, manufacturers and distributors for the FMCG processing, packaging and allied industries. We were impressed with the planning and advertising behind the event and the quality of visitors and influential decision makers that visited our stand,’ says Brandon Pearce, General Manager, Pyrotec PackMark.

Veteran exhibitor, Pyrotec, displayed two operational lines, both of which were fully integrated using CoLOS® networking software from Markem-Imaje and featured the company’s on-pack product identification solutions and self-adhesive label application systems. ‘Delegates were impressed with CoLOS®, which offers automation by networking multiple printers together and providing a powerful data management system,’ adds Shaun Pillay, Pyrotec PackMark’s National Sales Manager.

Also of great interest to visitors at Pyrotec’s stand was the company’s new brand – Pyrotec PackVerifi – established following a new partnership with Hewlett Packard Enterprise (HPE) to resell the Global Product Authentication Service (GPAS).

GPAS is a cloud-based brand protection, track and trace and consumer engagement service that helps organisations fight the scourge of product counterfeiting and detect grey market activity while supporting finished goods’ traceability throughout the supply chain.

‘No other vendor in the brand protection and security printing marketplace matches the breadth of capability and service of HPE,’ says Peter Gadd, Director of Cloud Services, Hewlett Packard Enterprise, who was at Propak Africa to meet customers. ‘Together, Pyrotec PackVerifi’s expertise and the HPE service offering provide the focus required to deliver a truly engaging solution built to help unlock hidden insights relating to brand perception and illicit supply chain activities and performance.’ He adds that he was impressed with the calibre of the exhibition. ‘It was very good to see a significant interest in GPAS from the pharmaceutical industry and I’m certain that Pyrotec

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PackVerifi has a bright future. In partnership with HPE, we can support companies' aspirations related to brand protection, traceability and consumer engagement,' Gadd maintains.

The Pyrotec team at Propak Africa was on hand to provide expert technical advice about the best printing, labelling, coding and software integration solutions for customers' businesses. 'The overall success of the show is measured by the number of sales leads generated and the quality of those leads. Propak Africa 2016 was a highly successful for us and we are delighted with the interest shown in our products and services,' Pearce concludes.

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## ABOUT PYROTEC

Pyrotec is a privately-owned South African company that specialises in providing innovative, top-quality product identification solutions. The company's extensive service offering includes on-pack product identification solutions – including self-adhesive label systems, coding and labelling equipment – as well as financing, and cloud-based brand protection, track and trace and consumer engagement services. Founded on a dedication to quality, operational reliability and excellent service, the Cape Town-based company has a national footprint with centres in major cities across the country. With more than 40 years' experience, Pyrotec has five brands operating under its ambit: Pyrotec PackMedia; Pyrotec PackMark; Tower, which includes Tower Kids; Pyrotec PackVerifi; and Pyrotec Finance. This proudly independent company is headed up by managing director, Rowan Beattie.

For more information, visit [www.pyrotec.co.za](http://www.pyrotec.co.za)

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Issued on behalf of Pyrotec PackMark. For media queries, please contact:



Emma Dawson  
E: [emma@ediwrite.com](mailto:emma@ediwrite.com)  
T: 021 843 3179  
C: 082 566 8558

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