

## Software that supports innovation, productivity and profitability on your packaging line

Digital technology and data has a valuable role to play in modern production and packaging lines, where speed, efficiency and uptime are the cornerstones of success.

Some businesses in this industry have been slower to adopt digital technology than others, especially in the context of “Industry 4.0” – where emerging concepts like the Internet of Things (IoT), advanced analytics, artificial intelligence, machine learning and additive manufacturing seem to belong more to the realm of science fiction than reality.

However, a business as usual approach is not the best course of action. It’s important to remain up to speed on the digital trends that are shaping the packaging sector – and instead of “watching and waiting” for emerging technologies to become mainstream, it may make sense to invest in ready-touse software solutions that are able to integrate with existing systems and physical machines to create smarter, more connected and more efficient packaging, coding and labelling workflows.

This type of technology can dramatically improve speed, scalability and agility to boost an organisation’s overall performance, profitability and competitive advantage.

One example is a new customisable software solution from Pyrotec PackMark called PackLink. This offers a fully-integrated coding and labelling tracking system that helps your organisation to:

- Increase line visibility
- Track and reduce waste
- Monitor and optimise labour and resources
- Access real-time data that can drive instant and intelligent decision-making
- Implement continual improvement measures
- Detect potential issues before they disrupt business

These capabilities play a pivotal role in achieving overall equipment efficiency, increasing uptime and elevating overall corporate performance.

The beauty of this system is that it can be seamlessly integrated with most existing ERP and MES platforms; and it can also be customised to suit your specific business needs and budget.

Read [this article](#) for more information, or contact Pyrotec PackMark today!