

MEDIA RELEASE

Pyrotec PackMark launches in Zambia

Pyrotec PackMark, October 2019: Having identified numerous opportunities within the Zambian FMCG market, Pyrotec PackMark has added to its African offering by launching its latest distribution centre in the CBD of Lusaka, Zambia.

Committed to servicing its customers, Pyrotec has a national South African footprint with centres in the Western Cape, Gauteng, KwaZulu-Natal, the Eastern Cape and Mpumalanga, as well as distributors in Zimbabwe, Botswana, and local representation that covers Swaziland, Lesotho, Namibia and Mozambique.

The Zambian distribution centre is being overseen by Peter Chirwa, from Capstone Trading, who already manages Pyrotec's distribution centre in Zimbabwe. Peter has proven industry knowledge and experience, as well as ethical business practices. Testament to his dedication and commitment, his business has seen exceptional growth. He offers quick turnaround for technical expertise/response, a technical sales team to assist customers with applications/equipment specification, and easy access to consumables and spares.

Under Peter's leadership, the region is currently being served by two sales managers and a technician.

Pyrotec PackMark is Pyrotec's machinery division. It offers a comprehensive range of labelling, coding, and print and apply labelling equipment. It also offers identification products that include machinery (coding and labelling, variable numbering), software (CoLOS® networking software from Markem-Imaje), track and trace, accessories (barcode readers, mark and read verification, conveyers), and consumables (inks, additives, thermal transfer ribbons, spares).

Based on a strong track record, Pyrotec PackMark has been the exclusive southern African distributor for the latest hardware from international industry leaders such as Markem-Imaje, ALTech and Accraply Europe (Harland), answer, as well as a selection of other brands.

Technical support includes a 24/7 helpdesk with national coverage, and services that extend to installations, training, maintenance, and repairs all supported by service level agreements and project management capabilities. Field support is provided by highly-skilled technicians and workshops that are fitted with tools and equipment to facilitate the independent repair and replacement of local customers' equipment. This eliminates long turnaround times for repairs and ensures production lines remain at peak performance.

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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 50 years' experience, Pyrotec has two brands operating under its ambit: Pyrotec PackMedia, which includes Pyrotec PackVerifi; and Pyrotec PackMark, including Pyrotec Finance. This proudly independent company is headed up by managing director, Rowan Beattie. For more information, visit www.packmark.co.za.

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