

# Another successful year at Propak 2014

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Propak Cape, the largest packaging, processing, printing, labelling and plastics exhibition in Africa, took place from 21-23 October 2014 and exhibitors from all over Africa were represented at the Cape Town International Convention Centre (CTICC). Pyrotec, leading privately owned product identification solution specialist, was amongst the many exhibitors.

"Following on from another successful year, Propak was bigger and better than we expected," says Brandon Pearce, General Manager of Pyrotec PackMark. "The planning and advertising behind the event was easily visible by the level and increase in the amount of delegates who visited our stand, as we met up with more influential decision-makers."

Pyrotec PackMark launched three new printers at Propak this year - the Markem-Imaje 1050 Thermal Inkjet Printer, the Markem-Imaje SmartLase C150/C350 and the Markem-Imaje Small Character Inkjet 9028. These three printers focused specifically on consumable cost savings and the reduction of the carbon footprint which has become a viable need in the manufacturing industry.

"Delegates were also looking for complete solutions which included software integration such as automation and reporting systems," says Pearce. "PackMark offers manufacturers a complete software integration system called CoLOS® Enterprise, which networks multiple printers together and provides a powerful data management system."

PackMedia, a brand within Pyrotec that specialises in on-pack solutions to promote, identify and market a wide range of FMCG items, also showcased a selection of its product ranges at the show. The range of on-pack solutions includes informational and promotional Fix-a-Form®, ElastiTag® and Do-It® Hang Tabs.

"We saw a greater interest in Fix-a-Forms® this year compared to last," says Jacques Loubser, National Sales Manager for Pyrotec PackMedia. "This is due to changes in legislation and the ever increasing need to improve on efficiencies because Fix-a-Form® allows you to add an unlimited amount of text in the form of leaflet-labels. We also received more enquiries overall this year and in particular from foreign customers, which is very exciting for us as we plan to expand our business in this direction."

"The overall success of the show is measured according to the amount of sales leads generated which we have already seen an increase of this year, as well as how many customers are willing to invest in new equipment, as this shows a surge in economic growth," explains Pearce. "Specialised Exhibitions announced at the end of Propak that this year there was an increase of exhibitors by 30% as well as the amount of delegates increased by 10%, which is an all-round accomplishment."



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#### Pyrotec



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