

# Markem-Imaje acquisition of German CSAT printing systems to boost Pyrotec's African footprint

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Markem-Imaje Corporation, a global leader in product identification and traceability solutions, announced in early January the acquisition of Heidelberg's CSAT inkjet subsidiary from Heidelberg. CSAT, headquartered in Eggenstein, Germany, specialises in integrating digital printing and labelling systems into industrial production lines, and focuses on supplying the pharmaceutical and label conversion sectors.



Rowan Beattie, Managing Director at Pyrotec, explains: "Globally, the whole industry is going the digital printing route and PackMark's core business also forms part of the digital printing world. We use the same technology, but with different applications."

Pyrotec is the sole South African distributor of Markem-Imaje's range of machinery and can now also offer CSAT printing solutions to its customers as a result of the acquisition. According to Beattie, the acquisition of CSAT expands Pyrotec PackMark into a wider sphere of operation and will act as a springboard to establish its footprint into Africa, an entirely new market for the company.

The CSAT Linoprint L rotary inkjet printing press uses the drop-on-demand inkjet method and offers a native resolution of 600 dpi and a printing speed of up to 48 meters per minute in four-colour mode. The integration of CSAT's high-resolution digital printing systems will strengthen Markem-Imaje's array of technologies, solutions and services, and help expand its market using their existing reputation. Linking with the highly reputable Heidelberg also creates the opportunity to develop new technology for Markem-Imaje.

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## 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.

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