# Best practices when buying coding and labelling machinery

When considering buying coding and labelling machinery for an efficient production line, it goes without saying that a 'penny wise and pound foolish' approach will simply not suffice. The fact of the matter is that, sometimes, these miscalculated decisions can lead to serious financial repercussions for the business.



The purchasing of coding and labelling machinery is no small feat for a business and in today's fast paced environment where 'time is money' the ability to reduce costs in production lines, have efficient machinery and saving on uptime of equipment can all be determined in the initial purchasing decision.

While many businesses opt for the less expensive alternative to buying coding and labelling machinery, it can save the business money in the short -term but often ends up costing more in the long-term. The capital outlay of the machinery can seem extravagant at first, but there is a lot to consider when making the cost of ownership decision, which justifies the initial capital outlay for the business, which includes:

- Consideration of the total cost of ownership before making the investment - determine the capital cost of the equipment, include the return on the investment over a period of time, and the maintenance needed to support equipment to run optimally.
- Ensure that the service provider has a national footprint - the nationwide representation ensures that the equipment purchased is well-supported and the servicing and repairs becomes less costly to your business because the repair parts are easily accessible.
- Avoid the cheapest capital outlay options; being prudent when investing in machinery for a business will result in an increase of ownership costs in the future.
- Consider the future of the business - when deciding on the best equipment, do not purchase machinery to meet the demand of the current production line, rather opt for equipment that can increase its capacity when needed without having to buy additional equipment, as a result, the machinery is able to grow with the business needs.

The ideal solution is Pyrotec's PackMark division, which is the sole South African distributor of Markem-Imaje's range of machinery and printing solutions, as well as A.L.Tech and Harland Machine Systems. "With more than 45 years of experience, PackMark is able to assist our clients with world class coding and labelling equipment and our advanced product offering, outstanding service and fully equipped workshops enable our clients to run their businesses optimally", says Brandon Pearce, General Manager at Pyrotec PackMark.

Pyrotec's PackMark division has centres in all major provinces in South Africa as well as Zimbabwe, thus ensuring that all the machinery is well-supported with services and repairs, the division is able to manage projects from implementation to completion and have technical support for all of its equipment. In addition to this, Pyrotec PackMark is also able to indicate the cost per unit in order for the machinery to run at capacity. All machinery has very low maintenance service plans of 18 months versus the standard competitor offering a service plan of 12 months or less.

"We want to ensure that our product offering grows with our customers' business needs; we are dedicated to quality, operational reliability, and have excellent service relations with our customers", concludes Pearce.

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