

# Pyrotec PackMedia hosts Pharmaceutical Open Day

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During September, Pyrotec PackMedia held an Open Day for pharmaceutical customers to showcase the many benefits of the Fix-a-Form® informational booklet label, among other brands in the company's stable. Locally represented by Pyrotec PackMedia, Fix-a-Form® is a world-leading brand of specialist on-pack leaflet-labelling solutions.



*Jacques Loubser, Pyrotec PackMedia's National Sales Manager, took guests on a highly-informative tour of the facilities and processes.*

Guests flew to Cape Town where they stayed at the Dolphin Beach Hotel on the Blouberg sea front before meeting the following morning at Pyrotec's head office and factory in Capricorn Park, Muizenberg. Jacques Loubser, Pyrotec PackMedia's National Sales Manager, took guests on a highly-informative tour of the facilities and processes. In addition, presentations by Rowan Beattie, Pyrotec's Managing Director, and Timothy Beattie, Pyrotec PackMedia's General Manager, provided insights into Pyrotec's business development over the past 50 years as well as its current internal capabilities and culture, which focussed on the needs of the pharmaceutical industry.

The importance of product labelling in the pharmaceutical sector cannot be overstated and the result of non-compliance ranges from adverse reactions and side effects to possible death. It is essential that pharmaceutical product labelling makes identification and application guidelines as clear and unambiguous as possible for consumers.

It is the responsibility of manufacturers to ensure that drug usage information is presented to patients in a way that is easy to understand and use. However, the extensive amount of mandatory information required on pharmaceutical packaging – such as product contents, dosage and contraindications – always presents a packaging challenge. Traditionally, inserts inside printed cartons have been used, but these are commonly ignored or discarded by consumers. However, research shows that multi-page leaflet labels, such as Pyrotec PackMedia's Fix-a-Form® attached directly to the primary packaging, are far more likely to be read by patients.

Additionally, Fix-a-Form® booklet labels ensure that the information provided by the manufacturer remains with the product throughout the entire supply chain – from manufacturer to consumers' medicine cabinets. This also means that should a

patient accidentally overdose or suffer from any side-effects of the drug, the contraindications and product information are affixed to the product and readily available.

At the Open Day, in addition to learning about Pyrotec's history and heritage, its steadfast global support, and its extensive range of products, guests were also introduced to the company's newest division, Pyrotec PackVerifi.

Pyrotec PackVerifi assists customers to detect and combat counterfeit activities in the Southern African marketplace. To provide these services, Pyrotec PackVerifi has partnered with Hewlett Packard Enterprise (HPE) to resell its Global Product Authentication Service (GPAS).

Rounding out the event, guests enjoyed the best of the Cape's food and wine during a luncheon at Bistro Sixteen82 at Steenberg Wine Estate before departing Cape Town.

**" Why choose premium labels for the nutraceutical industry? A look at Pyrotec PackMedia's expertise "** 15 Feb

2024

**" The perfect coding and labelling solutions for personal care and cosmetic products "** 3 Nov 2023

**" Revolutionising retail: Klip Strip and other display merchandising solutions from Pyrotec PackMedia "** 13 Oct

2023

**" The end-of-line solution you've been waiting for "** 29 Mar 2023

**" Uncluttered labelling for household cleaning products "** 28 Mar 2023

#### **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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