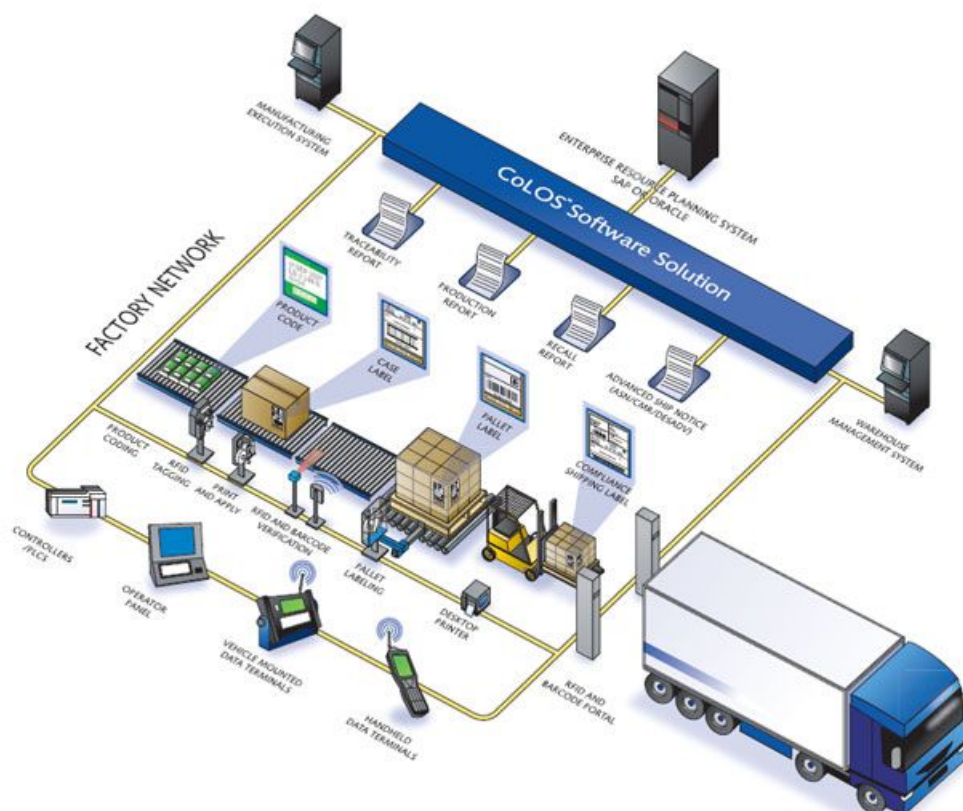


Smart technologies are getting more intelligent

Issued by [Pyrotec](#)

4 Oct 2017

Artificial intelligence (AI) may not be a new field of technology, but it has recently gained traction. Thanks to rapidly increasing computational power and the rise of Big Data, there are more business cases for smart technologies emerging every day. While we're not yet cruising around in self-driving cars, one area of AI that is attracting attention is machine learning, where algorithms are being developed that 'learn' continually and therefore meet goals faster and more successfully.



AI and machine learning are already playing a role in our lives, from the product recommendations we receive online and content that arrives in our social media newsfeeds, to the fraud protection we receive behind-the-scenes when we use our credit cards.

More companies in the packaging and labelling industry are asking how these smart technologies can benefit their businesses, both now and in the future.

Unlock value from your data

Today's product owners and packaging companies have access to more data than ever before – in their sales and marketing departments, on their lines, and in the back office. Now, smart technologies are available that can collect, clean, structure and analyse these vast data sets in order to find valuable insights on customer behaviour, performance trends, quality issues and more amidst all the data "noise". In this way, AI and machine learning technologies can provide accurate intelligence and predictive insights into production that can guide better business decisions and boost profitability.

Boost operational efficiency

In many companies, information technology systems aren't integrated, which makes it difficult for colleagues to share data, collaborate on projects and optimise productivity. Smart technologies can help to bridge these divides, automating manual processes and creating more seamless workflows across the entire supply chain.

For example, you could also opt for an easy-to-use, scalable and customisable software like Markem-Imaje's CoLOS® from Pyrotec PackMark, which allows you to integrate equipment networks along your production line into a smarter, more streamlined, centrally managed system.

Enhancing predictive maintenance

Predictive maintenance takes data from a wide range of sources (such as sensor data collected from all the equipment on your lines) and uses machine learning techniques to anticipate equipment failure before it happens. Instead of just monitoring data, smart technologies can put insights into action – reacting much faster to potential failures and breakdowns than traditional continual monitoring techniques.

For more trends, tips and advice on anything related to labelling, coding and print-and-apply labelling technology, [contact](#) Pyrotec PackMark.

- **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.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>