Pyrotec 2011 Pyro Inspiration Awards

Pyrotec announces the fifth round of finalists for the 2011 Pyro Inspiration Awards.

Pyrotec, the privately-owned South African company that specialises in providing innovative and top quality product identification solutions, has announced the September finalists for the 2011 Pyro Inspiration Awards. Initiated by Pyrotec in 2008, the awards seek to recognise exceptional on-pack solutions and to establish on-pack as a rightful stand-alone media category.

The awards give recognition to both Informational and Promotional categories for on-pack devices, and this month a total of five finalists were selected.

The criteria for the Informational category take into account the Originality of the on-pack device (its readability, layout and creativity) as well as the Clever Use of Space (amount of information, relevance of information to product, and functionality). In the Informational category, **Vida e Caffè Ground Free** and **Beans Fix-a-Form™** and Efekto's **MCPA** were unanimously voted for.

In the Promotional category, where products with innovative and effective on-pack promotions are recognised, three finalists were also selected. **Chateau Libertas**, with its relevant, attractive and simple Fix-a-Form neck tag, was a clear choice for this category. **ACT II Popcorn Single Decker** was also nominated for its noticeable and bold labelling, while **Safari** was selected as a finalist for its functional and eye-catching packaging design on its Fix-a-Form leaflet label.

The entries in the Promotional category were judged according to their Originality (innovation, freshness, and design), Impact (wow factor and selling power) and Clever Use of Space (amount of information, relevance to product and functionality).

The panel of judges consisted of:

Back row: (LEFT TO RIGHT)

Anca Moore from Bester Burke
Beverley Wilson from Ceres
Jurne Brown from Indigo Cosmetics
Diani Smit from Limbik
Denim le Roux from Pyrotec

Front Row: (LEFT TO RIGHT)

Sharnieta America from Indigo Cosmetics
Rory Murray from Tuffy Brands
Nicoletta Mattioli from Parmalat

The winner of the 2011 finalists will be announced at the Pyro Inspirations year-end Awards held in Cape Town on the 9th November 2011.

About the Pyro Inspiration Awards

Pyro Inspiration Awards are awarded five times a year at two month intervals for the best on-pack devices including promotional and informational and often mostly multipage labels which are produced by Pyrotec. The finalists of the bi-monthly awards proceed into the final round and are judged by a panel of esteemed judges at a gala event at the end of the year. For more information about the Pyrotec and the Pyro Inspiration Awards, visit www.pyrotec.co.za.

▪ **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