

Pyrotec PackMedia returns victorious from the Fix-a-Form Awards

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Pyrotec PackMedia recently received acclaim for the innovative use of its Fix-a-Form™ label range at the 17th annual Fix-a-Form™ Licensee Conference and Awards, held from the 26th to 27th September at the University of Cambridge in England.

Pyrotec, a privately-owned South African provider of on-pack solutions, is the sole local manufacturer of the space-saving Fix-a-Form™ leaflet label. This multi-page leaflet label, intended to be placed on a product's packaging, provides additional space for important information, promotions or other value-adds.

The Fix-a-Form™ Licensee Conference not only recognises exceptional use of the Fix-a-Form™ range by its licensed manufacturers but also aims to act as an educational platform. External and licensee speakers are given the opportunity to share their experiences and success stories with the rest of the network, ultimately furthering the growth and development of the Fix-a-Form™ brand.

The 2011 Fix-a-Form™ awards ceremony highlighted the best of the various categories across the licensee network. All licensees were invited to submit their work for judgement by the independent guest panel, based on the criteria of four different award categories:

- **Best Innovative Leaflet Label**
- **Best Informational Leaflet Label**
- **Best Promotional Leaflet Label**
- **Best Fix-a-Form™ Marketing Campaign**

The Overall Winner

Pyrotec achieved runner-up status in both the Best Informational and Best Promotional Leaflet Label categories. In the Best Fix-a-Form™ Marketing Campaign category, Pyrotec took home first prize for its prestigious Pyro Inspirations, an awards ceremony which aims to recognise innovative on-pack campaigns in South Africa.

Timothy Beattie, General Manager of the Pyrotec PackMedia brand responsible for the Fix-a-Form™ range, says: "We are incredibly fortunate to have achieved recognition at the Fix-a-Form™ Licensee Awards, as we take pride in our commitment to providing quality products and excellent customer service. We aim to continue developing our product offering across all of our brands and through initiatives such as the Fix-a-Form™ Licensee Awards, constantly challenge ourselves to better our service."

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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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