

Pyrotec restructures to focus on market strengths

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Pyrotechnical Marketing (Pty) Ltd (Pyrotec), which includes Tower, PackMedia and PackMark, has been operating as one company for the past 50 years. In the last two years, the PackVerifi, Pyrotec Finance and PackLink brands have been added to the company's service offering.



"These new brands relate to PackMark and PackMedia, both servicing industrial sectors. However, Tower, which incorporates office and hardware products, kid's and signage ranges and MyTowerLabels, serves completely different industries – retail and commercial customers," says Rowan Beattie, Pyrotec's Managing Director.

"As markets and customers continually evolve, and their requirements become more demanding and specialised, we have decided to separate Tower from the Pyrotec brands to enable each company to focus on its strengths and continue to grow within its markets," Rowan adds.

Tower will move to new facilities with its ownership and leadership in the hands of Managing Director Stephen Beattie and his current team.

As southern Africa's largest business stationery and home label supplier, the Tower brand is dedicated to supplying self-adhesive labels that make your life easier. "We pride ourselves on delivering the broadest range of high-quality products to meet consumers' needs," says Stephen.

Products include general stationery labels that help consumers to identify items, provide important information, and assist with office and home organisation. Tower also supplies A4 printable products and accessories that boast the most

technologically advanced inkjet-laser labels – the only African label brand to feature templates on Microsoft software – and a range of superior-quality photo paper. Other ranges include hardware products and signage for business and home environments, and MyTowerLabels' simple, reliable labelling solutions for school stationery, uniforms and clothing items. "Our labels are tried and tested to mark and protect our customers' valuables," Stephen explains.

The Tower kid's range of products encourages children to engage in educational activity-based fun while developing new creative skills. The products focus on building fine motor skills, encourage sensory play and promote problem-solving skills.

Products include an extensive activity based Arts 'n Crafts range, the Little Genius range that engages children's curiosity for exploration and discovery, Splash 'n Learn bath activities, and the Reward Sticker range that focuses on building self-esteem in the classroom environment.

For the Pyrotec brands – PackMedia, PackMark, PackVerifi, Pyrotec Finance and PackLink – it's business as usual. With their relevant teams, both General Managers, Timothy Beattie and Brandon Pearce, continue to head up PackMedia and PackMark respectively. And, with over 50 years' experience, Rowan remains involved with Pyrotec's day-to-day activities.

Pyrotec is renowned for its innovative production focus and long-standing relationships with customers and suppliers.

About Pyrotec

Pyrotec is a privately owned South African company that specialises in providing innovative, top-quality product identification solutions. Its extensive service offering includes on-pack product identification solutions – including self-adhesive label systems, coding and labelling equipment – as well as financing, and cloud-based brand protection, track and trace and consumer engagement services. Founded on a dedication to quality, operational reliability and excellent service, the Cape Town-based company has a national footprint with centres in major cities across the country. With more than 50 years' experience, Pyrotec has five brands operating under its ambit: Pyrotec PackMedia; Pyrotec PackMark; Pyrotec PackVerifi; Pyrotec Finance and PackLink. This proudly independent company is headed up by managing director, Rowan Beattie. For more information, visit www.pyrotec.co.za.

About Tower

Tower is southern Africa's largest business stationery and home label supplier, and is dedicated to supplying self-adhesive labels that make your life easier.

Products include general stationery labels and A4 printable products and accessories that boast the most technologically-advanced inkjet-laser labels – the only African label brand to feature templates on Microsoft software – and a range of superior-quality photo paper. Other ranges include hardware products and signage for business and home environments, MyTowerLabels for school stationery, uniforms and clothing items, as well as the Tower kid's range that encourages children to engage in educational activity-based fun while developing new creative skills. Products include activity-based Arts 'n Crafts ranges, the Little Scientist range, Splash 'n Learn bath toys, an array of stickers, family items that include planners and charts, and the Be a Designer range. For more information, visit www.towerproducts.co.za.

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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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