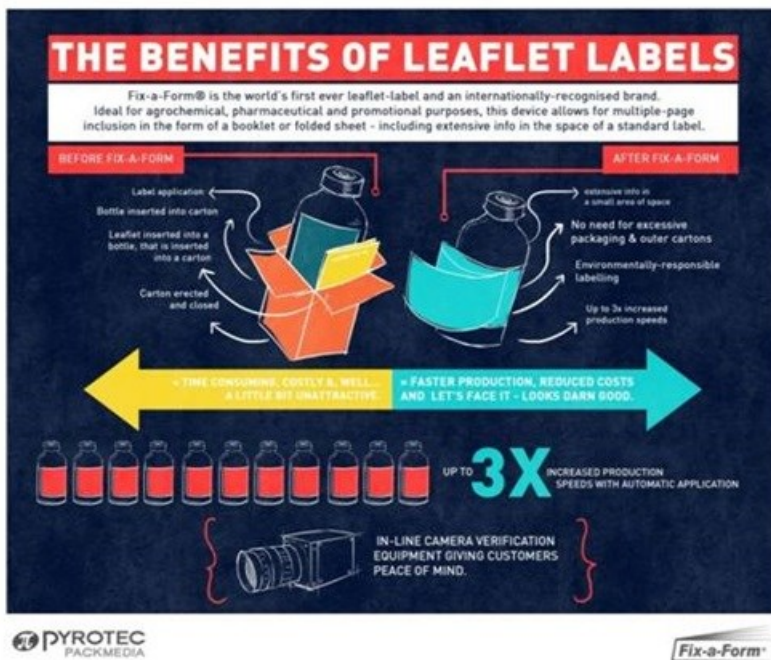


# Life before leaflet-labels - as illustrated by an infographic

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In recent years, South Africa has seen the popularity of leaflet-labels explode. So why the great demand? What makes this humble little device so special and how has it made our lives easier? Pyrotec - a leading provider of innovative product identification solutions - is the sole licensee of Fix-a-Form, a globally recognised brand and the original leaflet-label. The infographic, courtesy of Pyrotec PackMedia, unpacks exactly why this clever little device has been pounced on across numerous industries; from pharmaceutical to agrochemical - and used on products ranging from deodorant to detergent.



[click to enlarge](#)

## Before Fix-a-Form:

- Labels were manually applied on the product's outer carton, introducing the product to the consumer
- A loose informational leaflet was inserted into the product's carton, containing the directions for use, precautions, dosage instructions etc. This was easy to misplace, making repeated referral challenging
- The carton was erected and then closed. Excessive packaging was needed to encompass all of the information presented to the consumer

= a time consuming, wasteful and costly process

## After Fix-a-Form:

- **Space:** Fix-a-Form is designed to contain extensive information - all in the space of a standard label - and is able to be applied with standard labelling equipment
- **Sustainable:** Fix-a-Form reduces the need for excessive packaging, making it better for the environment
- **Safety:** Unlike loose leaflet inserts, the information remains with the pack throughout the supply chain, allowing for repeated referral and encouraging user compliance
- **Simplify:** Not only can consumers keep referring back to the information, the additional space means that there is

room for the information to be translated into several languages

- **Speed:** Fix-a-Form improves line speeds and reliability - boosting production speeds on application by up to three times - and providing peace of mind with its inline camera verification system

**=faster production, reduced costs and complete peace of mind**

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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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