

# Innovation is key to staying on trend

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Every business needs to start doing more with less in order to reach new clients and make the best of their resources. In today's fast-paced manufacturing environment, innovation is the key to avoid falling behind.



To keep up-to-date with the fast-paced production environment of their customers, Pyrotec PackMark, a leading privately-owned South African product identification solutions provider, introduces the Markem-Imaje 9450, 9410 and 9028 inkjet printers to their already wide-range product offering - this innovative technology is way ahead of the trend and offers customers the best value for money. These printers have been specifically designed for higher resolution codes, and for improving traceability and promotional coding for fast-moving production lines such as food, beverage and pharmaceutical industries.

"Innovative technology is a key trend in this industry. Due to this demand, we have found ways to ensure that our manufacturing offering is effective for our clients,"

explains Brandon Pearce, General Manager at Pyrotec PackMark.

## Code beyond the message with Markem-Imaje 9450 inkjet printer

The unique benefits of the 9450 inkjet printer include that it supports any marketing campaign in achieving traceability and sustainability goals, such as promotional coding function, has a variety of codes and languages to choose from and ink references with high-level adhesion contrast and colour, as well as anti-counterfeiting solutions. The printer also minimises product recall and waste and the code integrity is automatically checked via the embedded vision system.

## Efficiency built into Markem-Imaje 9410 inkjet printer

The 9410 inkjet printer can provide up to 20% reduction in consumable usage and energy consumption which, ultimately, decreases waste-related expenses. The easy and fault-proof operations - such as the innovative cartridge system - require no setup and eliminate consumable management errors.

## Engineered to save time with the Markem-Imaje 9028 inkjet printer

Unique on the market, the 9028 was specifically designed to save time. With ink circuits changeable in less than six minutes, it optimises the operator's time and allows for efficient production lines. The new hydraulic system reduces additive consumption up to 15%, and the accurate consumable level display and efficient replacement can be conducted without bringing the entire production line to a halt. The new line of high adhesion links are also capable of coding on the most difficult substrates.

"It is imperative that we keep looking for ways to meet the demands of the manufacturing industry with our innovative solutions of coding and labelling. We identify key industry trends and ensure that they are always incorporated into our product offering," explains Pearce.

The Markem-Imaje 9450, 9410 and 9028 inkjet printers are available with the CoLOS® Networking software pre-installed, allowing for centralised production data management and automated task coding. "Our machinery is designed for



packaging lines that demand speed, accuracy and reliability," concluded Pearce.

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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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