



# New corporate identity for Pyrotec

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Pyrotec, the privately owned South African company that specialises in providing innovative and top quality product identification solutions, recently revamped its 42-year-old corporate identity.



The company briefed small Cape-based design agency, Mountain Range, to design a fresh corporate identity that would reflect the modern business ethic of the company yet remain true to its heritage. "We wanted an injection of freshness that would bring our look in line with the modern company Pyrotec has become," says Rowan Beattie, Managing Director of Pyrotec. "However we did not want to lose the heritage and integrity that our identity has come to symbolise," he continues.

Gill Fraenkel, Creative Director at the Cape-based design agency, says that the challenge was to find balance between keeping elements of the existing look whilst bringing it into the 21st century. "The solution seemed to be in a design evolution and not revolution," she explains. Sometimes the most hardworking designs are the ones that pay close attention to the fundamentals and improving on them, Gill continues.

The result is a strong, fresh and unfussy look that exudes a fluidity that builds on the previous identity. "Strong typography is incorporated and the fonts are clean and legible to create impact and to ensure that the overall identity is an enduring one," says Fraenkel. Core elements of the old identity such as the pi symbol and the corporate colours have been kept to ensure that the heritage of the company is preserved and conveyed.

"The new identity conveys who we are in the market place today, a leader in innovative and top quality product identification solutions. The modern look does not in anyway eclipse our 42-year-old history as a company - Mountain Range, the design agency on board, more than met our expectations," enthuses Beattie.

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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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