

Pyrotec signs exclusive sales license agreement with Collotype

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Pyrotec, the privately owned South African company that specialises in providing innovative and top quality product identification solutions through its PackMedia brand, has signed an exclusive sales license agreement with Collotype Labels RSA, part of the world's largest and most awarded premium label printer.



Rowan Beattie: MD of Pyrotec Marketing, displaying the benefits of Story Behind Our Wine label.



Rian Moore: MD of Collotype Labels speaks about the exciting partnership with Pyrotec.



Staff and various members of the Wine and design industries toast the partnership between Pyrotec and Collotype.

Under the agreement, Collotype has been granted the exclusive sales and marketing rights to Pyrotec PackMedia's Story Behind Our Wine label and other promotional on-pack devices into the wine industry. The Managing Directors of the respective companies signed the agreement on Thursday in Lovane, a boutique winery in Stellenbosch, at a function attended by staff and clients.

Whilst being a label printer in its own right, Collotype concentrates its sales efforts in the beverage industry. The exclusive sales license will allow Pyrotec to increase its penetration into the spirits and wines market specifically, as a result of Collotype's commanding market share of this sector in the Western Cape.

Managing Director of Pyrotec, Rowan Beattie, gives reasons for the agreement: "After thorough investigation into the wine label printing companies in the Western Cape, we felt that Collotype would slot in perfectly with Pyrotec's vision of providing innovative and top quality product identification solutions to this market. This is because of Collotype's market coverage, quality of products and service, culture and international connections. Moreover, their company ethos dovetails perfectly with ours."

For Collotype, the sale license agreement translates to an additional array of Pyrotec products and expertise from Pyrotec that it can offer to its client base. Collotype will now be able to exclusively sell all Pyrotec PackMedia on-pack devices to its pool of clients in the beverages industry without the long learning curve and capital expenditure," continues Beattie.

Products referred to by Beattie include the Story Behind Our Wine label, a sleek multipage label solution akin to keeping a brochure on a bottle, and other similar products from Fix-a-Form™, which provides printed leaflets with self-adhesive labels for on-pack communication.

Rian Moore, Managing Director of Collotype Labels, also expressed his pleasure with the agreement: "This association with Pyrotec had the right feeling from the outset due to the vision and style of our companies being so similar. We are really looking

forward to exploring the new opportunities that these additional products will bring. We're also convinced that our client-base - many long-time supporters of our innovation-centred approach - will be excited by this extension to our offering."

Andrew Denny, Managing Director of Fix-A-Form™ International headquartered in the United Kingdom, was also present at the event. Operating via an exclusive network of independent label printing specialists globally, Fix-a-Form International ensures a supply of the highest quality and standard in over 50 countries worldwide including South Africa.

Denny applauded the sales license agreement and the use of the Story Behind Our Wine label. He demonstrated the impact of on-pack activity by citing research conducted by Fix-A-Form International that indicated that 60% of buying decisions are made in store. Two of the top ten reasons that influenced these decisions were the appearance of a product as well as the usage and manufacturing information available on-pack. Addressing the guests, Denny stated, "A label such as this is seen as added value by consumers who like to know more about the product," he said. "An on-pack device ensures your product stands out in the minds of your consumers in the cluttered retail environment and is a guaranteed way to increase sales," he continued.

The sales license agreement is already in effect and will be renewable on an annual basis.

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Pyrotec



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