

PYROTECPACKMEDIA ON-PACK PROMOTIONAL LEAFLET-TAGS AND NECK-TAGS INCLUDE:



FIX-A-FORM LEAFLET-TAGS STANDARD



FIX-A-FORM LEAFLET-TAGS SPECIAL FEATURES



AUTOFLAG



DOUBLE-LAYER LABELS WING LABEL



SINGLE-LAYER LABELS REVERSE PRINTED



PROTAG NECK-TAGS SINGLE LAYER



PROTAG NECK-TAGS FOLD-ON



CARDS VALUE-ADDED



DO-IT HANG TABS



**MOBILE INTERACTIVE
(SMS, MMS, QR CODE, MOBI SITE, ANALYTICS)**

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Website www.packmedia.co.za

Increase your sales

by going beyond the boundaries of the crowded in-store environment



Pyrotec PackMedia's expert range of on-pack promotional Fix-a-Form™ leaflet-labels, neck-tags and mobile media solutions create value and enable interaction.

From concept and design all the way through to competition management with measurable results, Pyrotec PackMedia provides you with a full-service promotional solution uniquely tailored to meet your business needs.

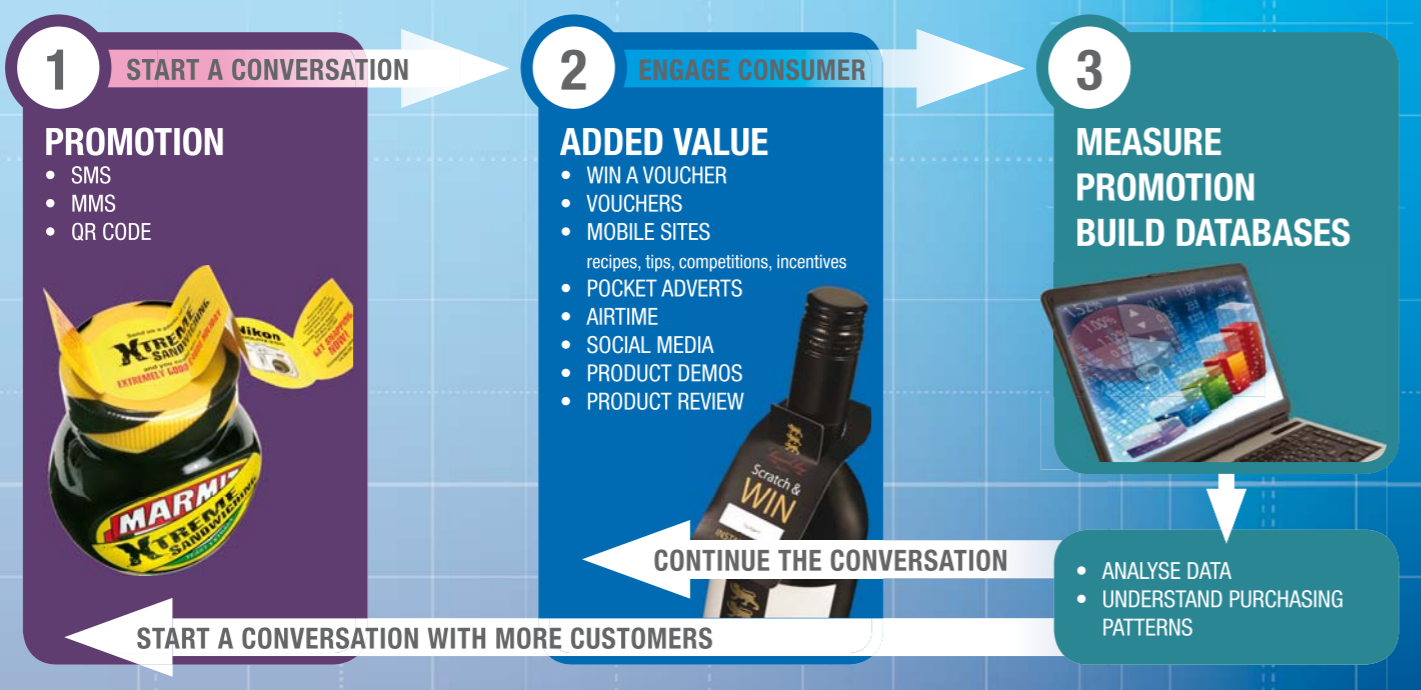


SCAN AND START A PYROTEC CONVERSATION

INTRODUCING INTEGRATED ON-PACK AND MOBILE MEDIA PROMOTIONAL SOLUTIONS

Pyrotec PackMedia is the leading specialist in providing full-service, engaging on-pack and mobile media promotional solutions that enable you to start and continue consumer conversations that not only build brand relationships but continue to drive sales.

CONSUMER CONVERSATION



THE BUSINESS OPPORTUNITY

A specialist one-stop solution – From concept and design, through all aspects of production to comprehensive reporting and analysis, Pyrotec PackMedia offers a trusted, full-service on-pack and mobile media promotional solution that can be uniquely tailored to meet your business needs.

1. **Build Brand Relationships** through connection and interactivity.
2. **Optimise Interactivity** - position your brand at the forefront of mobile media and social media marketing.
3. **Ensure Return on Investment** - comprehensive measurement of promotional success and analysis provides vital business intelligence.
4. **Create Intellectual Property through Databases** - gather vital, dynamic and detailed consumer information that traditional on-pack promotions cannot yield.

PRODUCTS INCLUDE:

1. **Promotional leaflet-labels and neck-tags** such as Fix-a-Form leaflets.
2. **Merchandising** solutions such as Do-It Hang tabs.
3. **MobileInteractive** solutions such as SMS, QR codes, MMS and Mobi-sites.

BENEFITS:

- Quantifiable Return on Investment (ROI).
- Reaches and builds large databases.
- Positions brand at the leading edge of social and mobile media technology.
- Cost-effective and easy to use.
- Fun and interactive for connection and engagement.



2. technical trials & testing

Pyrotec tests the adhesives and materials to ensure the application of our on-pack solutions runs at optimum performance.

1. solution proposal

Pyrotec gains insight into the goals of the client and creates concept options.

With 30 years of experience, Pyrotec knows what is needed for a successful on-pack promotion that meets legislative requirements.

Our national footprint allows for countryside consultations.

5 steps to increasing your brands' sales

Our tailored solutions can meet any need, increasing sales of your products while keeping costs down.

3. repro & manufacturing

Pyrotec provides work maps to ensure seamless transition before handing it over to our in-house graphic design studio.

Pyrotec produces multiple promotional solutions to meet any need, using state-of-the-art manufacturing equipment to provide expert solutions quickly and cost-effectively.

4. application & distribution

— In-house application or at client's premises (Pyrotec can rent application equipment)

— Pyrotec can liaise directly with your production department.

— Multiple destination distribution when required.

— Bundle packaging of variants to desired destinations.

5. SMS & promotion management

— Pyrotec offers touch points between your brand and your customers via SMS and MMS, custom mobi-sites and Quick Response (QR) codes.

— Pyrotec then manages the campaign by creating unique codes, managing databases, selecting winners and arranging prize disbursement.