



# PIROTO

Pirotto Labelling Limited  
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# PRESS

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## FOR ALL YOUR LABELLING NEEDS

- Labels & Tags self-adhesive & non-adhesive
- Metal detectable materials
- Plain or printed in up to 8 colours
- Variable digital printing
- Presentation in rolls, sheets or fanfolds
- Stock management & scheduled delivery service
- Product development & technical support



INVESTORS IN PEOPLE

**BPIF**  
member



## Providing Solutions for Customers

The Section Régionale Conchylicole Poitou Charentes (SRC) in France is a non-profit making organisation which, on behalf of all the producers, of which there are over 1,100, control the quality and marketing of 55,000 tons of Poitou Charentes oysters. In 2004 SRC moved away from Pirotto when an alternative international supplier offered a different design and cheaper product, which subsequently caused severe problems with their tags. The material wasn't strong enough, the pre-printed element of the tag wasn't of a high enough quality (to give the traceability demanded by the industry) and the tags were inflexible in their use.

With the assistance of Philippe Tessier of SRC, Pirotto and SRC worked together again designing, creating and trialling an oyster tag which was strong, was individually numbered and had a quality of print that could withstand the environment and give the level of traceability required.

Through Philippe's creative design the tag has a versatility of use to suit the individual requirements of hundreds of farmers. In 2005 Pirotto negotiated a 3 year contract to supply the region with 6 million tags a year. In March 2007 this was renewed and Pirotto have retained the business through to 2009.

**Why save pennies on tags when you can save pounds on solutions!**

## Lean Manufacturing

At Pirotto we are always looking to promote continuous improvement throughout the Company, and in 2006 a total of 74 Kaizens were raised which resulted in over 1,700 working hours being saved.

We are now looking to take this one step further by implementing "Lean Kaizen" and on the 9th March we sent our Team of Kaizen co-ordinators on a training exercise at UPM Shotton to learn about Lean Manufacturing Procedures. The training they received will now enable the Team to embark on the Journey towards a "Lean Pirotto".

Looked at our new look website yet?



[www.pirotto-labelling.com](http://www.pirotto-labelling.com)

Take a look and let us have your feedback.

Email: [sales@pirotto-labelling.com](mailto:sales@pirotto-labelling.com)

## All in the name of Charity

In 2006 Pirotto Labelling donated over £2,500 to various charities.

Our Technical Manager, Dermot (whose 11 year old daughter Ellie sadly passed away this year) will be bravely taking part in the Flora London Marathon on 22nd April to raise money in aid of Children with Leukaemia, in memory of Ellie.

Pirotto are also putting together a Team of Ladies who will be taking part in the Cancer Research Race for Life, also in memory of Ellie.

We wish Dermot and our Ladies Team good luck with their races and in raising money for these charities, and we'll let you know how they did in our next newsletter.

If you are able to sponsor either Dermot or our Team of Ladies or would like to find out more about either of these worthwhile charities please visit:

[www.bmycharity.com/dermot](http://www.bmycharity.com/dermot)

or

[www.raceforlifesporsorme.org/pirotto](http://www.raceforlifesporsorme.org/pirotto)



## CLOSING DATES

### EASTER

*We will be closed on  
Friday 6th April  
Re-opening on  
Tuesday 10th April*

### MAY BANK HOLIDAYS

*We will be closed on  
Monday 7th and Monday 28th May*

**There will be no despatches during Company closures.**

**If you require stock on these dates or you have any other questions, please do not hesitate to contact your Area Sales Manager or your Sales Co-ordinator.**