



PIROTO

Pirote 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

HAPPY 35TH BIRTHDAY PIROTO

On the 29th January 2008 Pirote Labelling celebrated 35 years in the industry. Founded in an ex-grocer shop in Fulham back in 1972, Pirote Labelling has seen many changes. The one thing that hasn't changed is Pirote's philosophy of continuous improvement and customer satisfaction. The company continues to grow in strength with record sales during January and February 2008. For full details of our history, showing how we have developed as a company over the past 35 years, and to see the services now available, please visit our website:

www.pirote-labelling.com/company-history.htm

PIROTO 'STAMPS' THEIR MARK ON THE WORLD

Working with an international company who specialise in customer loyalty stamps, Pirote have not only developed consecutive numbering in their millions, but also holograms and security varnishes which can only be detected by speciality lights.

Both the service and quality have been so exceptional that in the past 3 years we have been honoured with producing in excess of over 1 billion stamps, with a further 460 million stamps produced so far this year, over numerous designs with various degrees of complexity.

"COLD" OFF THE PRESS FOIL BLOCKING - AVAILABLE NOW!

Continuous investment sees the installation of a cold foiling unit, which allows the application of high quality gold, silver or holographic metallic effects.

You are only limited by your imagination as to the enhancement that it can give your product.

Don't be left out in the cold!

Contact us now for further details:
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ABATTOIR TAG SUCCESS

In the Winter 2007 edition of our newsletter we reported on the introduction of our new improved material; providing easier tear off and better printability, thus making it a more user friendly abattoir tag.

Recent reports from our customers has confirmed that this material has actually speeded up kill line throughput. Word has spread around the industry resulting in increased sales of almost 100%.

WATER SOLUBLE LABELS CURE BAKERS NIGHTMARE

A national group of bakers have saved time, money and frustration in cleaning their baking trays with an initial trial of self-adhesive labels which totally dissolve and are washed away when trays pass through their cleaning system.

Contracts have now been received for the next 12 months. Watch this space to find out how much money they have saved by not having to 'scrape', or why not find out for yourselves with a trial!

CALL NOW FOR SAMPLES! *Put our new improved abattoir material to the test OR try our water soluble labels, place in a glass of water, stir and watch them disappear!*



Flora London Marathon - 2008

Our Technical Manager, Dermot Cassidy, is once again taking part in the Flora London Marathon on Sunday 13th April to raise money in aid of Children with Leukaemia. We all wish Dermot and his team good luck with their attempt to beat both their previous time of just over 6 hours and the amount raised of £8,100.

If you are able to either sponsor Dermot or would like to find out more about this worthwhile charity please visit:

www.bmycharity.com/teamcassidy2008

CLOSING DATES

EASTER BANK HOLIDAYS

**We will be closed on Friday 21st March 2008
Re-opening on Tuesday 25th March 2008**

MAY BANK HOLIDAYS

**We will be closed on
Monday 5th and Monday 26th May 2008**

There will be no despatches during company closures.

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



INVESTORS IN PEOPLE

