



# PIROTO

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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

## CALLING ALL ABATTOIRS AS PIROTO GETS AHEAD OF THE MARKET AGAIN!

Pirotolabelling NEVER stops searching for ways to improve the specialist products we manufacture and abattoir tags are no exception. Recently we launched TP1, a brand new material for abattoir tags, that during tests proved even more reliable and user friendly than the existing high quality TP2 which has been in use for the last 7 years.

The image is fantastic and it tears beautifully across the perforations, radically reducing any downtime for ripped, broken tags which create the need for re-prints. Pirotolabelling believe this material can actually increase kill line throughput. Just imagine how something that costs so little can have such an effect!

**Could a better more reliable tag increase your kill line speed by reducing downtime? If the answer is "Yes" please contact your Pirotolabelling representative today for a free trial roll.**

### Run Dermot Run

We previously reported on the success of our Technical Manager's first attempt at the London Marathon earlier this year. We are now pleased to inform you that not only did Dermot Cassidy contribute towards raising a grand total of £8,100 in aid of Children with Leukaemia, but he has also obtained a place in next year's marathon.

Training has once again started and we all wish Dermot good luck with both his training progress and the forthcoming event.

Can you read this illegible handwriting?

In case you were wondering the above reads "Programmable Benefits!"

Pirotolabelling have seen requirements for the manufacturing of hand written traceability tags increase considerably in the last 5 years as due diligence and tracking all the way through the production chain becomes more and more important.

We have always insisted the total applied cost of labels and tags is much greater than the price per 000 alone. That's why a number of users have chosen an overprinting system to add repetitive variable data onto tags and labels. One company we provided a solution for had virtually two people employed full time just writing labels. They now have a variable printing solution and one person employed part time! Not only that but they have greatly reduced errors caused by misunderstanding the writing on a tag.

### Sales Team take business improvement beyond Pirotolabelling boundaries!

The Pirotolabelling team is constantly working on improving our business to make it more reliable and efficient, to deliver improved value for money to our Customers.

We use the Kaizen process of continuous improvement, which encourages the team to use and implement their ideas on their own initiative. In the last year this has also developed into team Kaizens where each team is asked to address an issue within the business, come up with and implement a solution, following up to ensure the improvement makes a difference.

So far a total of 9 projects have been successfully completed and we anticipate another 5 completed projects by the end of 2007.

The Sales Team have used their continuous improvement knowledge and training to good effect with Customers too, and so far they have helped a number of our Customers carry out a total applied cost study of the labels used, and in 80% of cases significant improvements were made. This included improved flexible deliveries, material specification improvements, reducing sizes or number of label variations used, increasing proofing speeds, brand control and improved sampling.

If we do not already do so, we want to make your life easier as well. If there are any issues with any of the labels your company uses that affect you, or especially your ability to service your Customers, please be ready to raise this with your Sales Representative. On their next visit they will be asking you, "how can I make your life easier?"

**Could you use your employees' time better and greatly reduce risk of misreading errors? If the answer is "Yes" please contact your Pirotolabelling representative for a free no obligation demonstration, you never know they may even leave you a printer to play with!**

INVESTORS IN PEOPLE



### Christmas is round the corner!

[Christmas Opening Times](#)

We will be open until Friday 21<sup>st</sup> December 2007 and will re-open on Wednesday 2<sup>nd</sup> January 2008

[Delivery Times](#)

Last despatch for a 3-day delivery is 18<sup>th</sup> December 2007 for delivery on 21<sup>st</sup> December 2007

If you do require delivery during the Christmas period, we can organise this.

Pirotolabelling continue to raise money for charity, and will once again be making a donation, on your behalf, to a local charity, as an alternative to sending Christmas cards to both our Customers and Suppliers.

If you have any other questions, please do not hesitate to contact either your Area Sales Manager or your Sales Co-ordinator.